

2020

## Innovator - Summer 2011

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PHILADELPHIA UNIVERSITY

# INNOVATOR

MAGAZINE

Summer 2011

A portrait of Ron Kander, Ph.D., a middle-aged man with grey hair, smiling. He is wearing a white lab coat over a blue shirt and a patterned tie. A red stethoscope is draped around his neck. He has a name tag on his left chest that reads "RON KANDER, Ph.D." and "Physician Assistant Program". There are also two pins on his lab coat: a colorful circular one on the right and a gold circular one on the left.

## Physician Assistant OF THE YEAR

Living in Your Genes

On the Set of Fox's Hit TV Show *Bones*

Meet Ron Kander, Ph.D.



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## On the Cover

"Genetic science is going to dramatically change how we practice medicine," says Michael "Rocky" Rackover, PA-C, associate professor and associate director of the physician assistant studies program. "Physician assistants and other health care providers need to be literate in those changes, because genetic testing will become foundational to daily clinical practice in the near future."

It's an issue Rackover is passionate about. He was the first non-physician to earn a sabbatical in the National Human Genome Research Institute (NHGRI) director's office and, while there, helped facilitate a first-ever meeting of the four leading PA organizations and leaders at the National Institutes of Health. Through his work at NHGRI, he helped make genetic literacy part of the national educational standards for all physician assistants, as well as for other health care professionals.

For these achievements and more, Rackover recently was honored as the 2011 PARagon Outstanding PA of the Year by the American Academy of Physician Assistants. The award is given to a physician assistant who has demonstrated exemplary service to the PA profession and the community and has furthered the reputation of physician assistants.

Recognizing the increasing importance of genetic literacy in the education, training and practice of health care providers, PhilaU's physician assistant studies faculty members have integrated genetics instruction into the 17-year-old program. From constructing a patient's pedigree history to identifying the genetic impact on medication administration, key concepts are woven throughout courses and specifically taught through a genetics module and an online case-based component.

Thanks in part to this educational emphasis, PhilaU's PA program has earned a top-20 ranking of the nation's 154 accredited physician assistant programs, putting it ahead of many large research universities boasting top medical schools.

Learn more in the feature story "Living in Your Genes" on page 2.

## on the web!

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# LIVING IN YOUR GENES

## The Present and Future of Health Care

By Lauren Somers

Your DNA and you: perfect together? Not if the medical professionals treating you aren't up to speed on genomic medicine's role in everyday health care. Through its nationally ranked physician assistant studies program — led by insightful faculty and an award-winning champion of genetic literacy education — Philadelphia University is transforming a generation to "think genetically."

The 14-year-old was loud and disruptive. He acted out in class and forgot basic information.

Although his teachers and counselors had created an individualized education plan to address his behavioral issues, he seemed to be getting worse by the day. His mother felt her son desperately needed more help and approached his physician.

The troubling case sparked the interest of Pawel Karbowski M'11, a student in Philadelphia University's M.S. in Physician Assistant Studies (PA) program, who was doing a clinical rotation in the medical office of Steven Schmidt, D.O., in the Mt. Airy section of Philadelphia, when he met the struggling teen.

When Karbowski and Schmidt dug deeper into the family's medical history and learned some relatives had mental disorders, they wondered if a genetic anomaly could be the underlying cause of the boy's symptoms.

After referring him to Children's Hospital of Philadelphia for genetic testing, the teen was diagnosed with Fragile X, also known as Martin-Bell, syndrome — the most common type of inherited mental retardation, which is caused by an altered gene that is unable to produce enough of a protein needed for normal cell development, in particular brain cells.

Karbowski, who has studied genetics as part of his PA education, says the recent diagnosis is making a huge difference in the boy's life: he now qualifies for therapeutic care, extended public education and medical remedies to help manage his symptoms. And all because the people involved

in his care knew enough about genetics to ask the right questions.

"Genetics is the future of medicine, so it's very important to have a strong foundation to correctly assess patients," says Karbowski, who hopes to pursue a career in cardiothoracic surgery or interventional cardiology after he graduates in August. "I believe genetics will help us solve these medical puzzles."

Karbowski is one of about 50 PA students each year who benefit from PhilaU's emphasis on genetic literacy — the understanding of how single genes function (genetics) and how all genes work together (genomics) to influence the growth and development of individuals.

"Anyone who cares for patients needs to have functional knowledge of genomic fundamentals," says W. Gregory Feero, M.D., a family physician in Maine who holds a doctorate in human genetics and is a special advisor to the National Human Genome Research Institute (NHGRI). "No area of medicine will be untouched. We have made some amazing progress in oncology and cardiology, and within 10 to 15 years there will be an appreciable

**Recognizing the increasing importance of genetic literacy in the education, training and practice of health care providers, Philadelphia University's PA faculty members have integrated genetics instruction into the 17-year-old program.**

change in how we approach a wide variety of conditions."

Recognizing the increasing importance of genetic literacy in

the education, training and practice of health care providers, Philadelphia University's PA faculty members have integrated genetics instruction into the 17-year-old program. From constructing a patient's pedigree history to identifying the genetic impact on medication administration, key concepts are woven throughout courses and specifically taught through a genetics module and an online case-based component.



“Genetic literacy is essential, especially since we now know that a significant number of common diseases such as asthma have a genetic link,” says Lawrence Carey, Pharm.D., director of the PA program. “Students at Philadelphia University develop a working knowledge of genetics both in and out of the classroom, and patients benefit by having a practitioner who is versed in the topic.”

Thanks in part to this educational emphasis, Philadelphia University’s PA program has earned a top-20 ranking of the nation’s 154 accredited physician assistant programs, putting it ahead of many large research universities boasting top medical schools. (See sidebar on the next page.)

Unlocking the Secrets of the Human Genome

Through the Human Genome Project, a massive 13-year international effort coordinated by the U.S. Department of Energy and National Institutes of Health, scientists have identified the 20,000 to 25,000 human genes and mapped the sequences of three billion chemical base pairs that make up human DNA.

Genetic disorders result from abnormalities — changes or mutations — in single or multiple genes, or in a person’s chromosomes or mitochondria, which carry genetic material. Today, we know there are genetic causes for a wide range of diseases and disorders, including breast cancer, cystic fibrosis, heart disease, high blood pressure, Alzheimer’s, arthritis, obesity and Down Syndrome, which occurs when a person has an extra copy — three total — of chromosome 21.

Now, as scientists continue to unlock the secrets of the human genome through research and analysis of the data, the promise of real-world applications — namely, better diagnosis and treatment for patients — in everyday practice grows. But this can happen only if medical professionals have sufficient training and knowledge of genetics.

“Genetic science is going to dramatically change how we practice medicine,” says Michael “Rocky” Rackover, PA-C, associate professor and associate director of the physician assistant studies program. “Physician assistants and other health care providers need to be literate in those changes, because genetic testing will become foundational to daily clinical practice in the near future.”

It’s an issue Rackover is passionate about. He

was the first non-physician to earn a sabbatical in the NHGRI director’s office and, while there, helped facilitate a first-ever meeting of the four leading PA organizations and leaders at the National Institutes of Health. Through his work at NHGRI, he helped make genetic literacy part of the national educational standards for all physician assistants, as well as for other health care professionals.

For these achievements, Rackover recently was honored as the 2011 PARagon Outstanding PA of the Year by the American Academy of Physician Assistants (AAPA). The award, presented to Rackover June 1 at the association’s annual meeting in Las Vegas, is given to a physician assistant who has demonstrated exemplary service to the PA profession and the community and has furthered the reputation of physician assistants.

By fostering the collaboration of physician assistant organization leaders, Rackover helped generate consensus on key goals — eventually leading to support for a new requirement by the Accreditation Review Commission on Education for Physician Assistants that all PA programs teach “the genetic and molecular mechanisms of health and disease.”

In light of that, the National Commission on Certification of Physician Assistants then added genomics questions on their national certification exam supporting the correlation of genomic education competencies to student knowledge and, ultimately, to patient care.

Bob McNellis, AAPA’s vice president of science and public health, says Rackover “elevated the profile of genomics in the PA profession when he organized the historic meeting of the four PA organizations, and by doing that he raised the profile of PAs at the National Institutes of Health. This created a model of how the physician assistant organizations can work together on important issues that affect patient care.”

“I’ve been primarily a facilitator of progress,”

says Rackover, a certified physician assistant who utilized skills he developed with a master’s degree program in organizational dynamics to bring the health professionals together for the historic conference in 2007. “When everyone at the table had an ‘Aha!’ moment and said they wanted to work together, the footprint was there to change the future practice of medicine.”

In these efforts he worked closely with such distinguished figures as National Institutes of Health Director Francis S. Collins, M.D., Ph.D. — a former NHGRI director who lauded Rackover for his work as a “genome ambassador” — as well



Michael “Rocky” Rackover (center), PA-C, associate professor and associate director of the physician assistant studies program, recently was honored as the 2011 PARagon Outstanding PA of the Year by the American Academy of Physician Assistants.

as Joseph McInerney, former executive director of the National Coalition for Health Professional Education in Genetics, and Alan E. Guttmacher, M.D., former NHGRI acting and interim director who now serves as director of the Eunice Kennedy Shriver National Institute of Child Health and Human Development.

A Nationally Prominent Leader in Genetics

“Interesting and educating both students and current practitioners in genetics is a daunting challenge,” noted Collins in a letter supporting Rackover’s nomination for the prestigious AAPA award. “Michael Rackover has been a nationally prominent leader in meeting that challenge [and] has brought the PA community to the very forefront of health disciplines in working to integrate the great promise of the Human Genome Project into routine clinical care.”

While Rackover has received numerous other

honors, including the Pennsylvania Society of Physician Assistants’ PA Educator of the Year award and the Physician Assistant Education Association’s Outstanding Service award, he views the PARagon as his field’s version of the Academy Award — the pinnacle of his profession.

“I’ve been fortunate in my life to be surrounded by world-famous physicians like [renowned oncologist] Dr. Luther Brady, Dr. Collins and Dr. Guttmacher and, when that happens, you have to step it up,” he says. “Philadelphia University’s support has enabled me to pursue this cause and has helped enhance the University’s reputation as being at the forefront of the field.”

Rackover also lauds his PhilaU faculty colleagues for showing students the passion behind the science, and credits biology professor Edward Dowden, Ph.D., in particular with opening his eyes to the critical role that genetics would play in the education and practice of physician assistants.



PA student Pawel Karbowski M’11 has benefited from PhilaU’s emphasis on genetic literacy.

“How we educate students who graduate from our program impacts every single patient who gets seen by those students over the course of their lifetimes,” says Rackover, who has worked in radiation oncology, occupational medicine, cancer research, and academic and health care administration. “Our faculty members are the strength of this program because they challenge students to think more systematically about taking care of human beings.”

Often, providing the best possible care starts with something as simple as taking a thorough family history, ideally going back three generations, as PA student Karbowski found. While it

is one of the simplest, fastest and least expensive tools in the health care provider’s arsenal, Rackover says it is often underutilized in medical practices.

“We know that family history is the first ‘genetic test’ you can take to determine if you have any potential health care problems,” he says. “But how many providers take the time to really look at your history and counsel you on preventive health care?”

In addition, because some health care education programs have not been as quick to prioritize genetic literacy, many providers don’t have the necessary training to probe for genetic-based risks, despite the growing body of science.

At its core, genetic literacy for health care professionals involves a more sophisticated education in the science basics — how dominant and recessive traits combine and are passed on in families — as well as the relationship between genetic and environmental factors and the primary tools used to identify patients at risk.

Putting that knowledge into practice can involve diagnostic testing of symptomatic patients to confirm or rule out a genetic disorder, as well as predictive testing of those without symptoms to achieve early diagnosis and treatment for them and possibly their family members. Babies can now be tested in utero for conditions such as Down Syndrome and cystic fibrosis, and young adults can be tested decades before the onset of symptoms to see if they carry the gene for Huntington’s disease. Several breast cancer genes have been identified that predict with great accuracy whether someone will develop the disease.

While prenatal and neonatal genetic tests have been widely accepted for years, Rackover says genomic medicine will become more common as evidence of proven practical benefits grows. In 2009, a U.S. Centers for Disease Control and Prevention working group determined that research justified conducting a test for mutations connected to Lynch Syndrome, an inherited type of colorectal cancer that also carries an increased risk of other cancers, including of the stomach, small intestine, liver and brain. And when scientists discovered DNA mutations that posed a significant risk factor for cardiac patients who don’t metabolize the popular blood thinner Plavix well, the U.S. Food and Drug Administration required new labeling last year to warn medical professionals and patients of the risk and inform them of the availability of genetic testing.

PA Program Ranked 18th Nationally



Philadelphia University’s physician assistant studies program is the 18th best program in the United States, according to the U.S. News and World Report ranking released in March. PhilaU’s program is tied with Yale University, Wake Forest and the University of Texas Health Science Center-San Antonio.

“We are thrilled at this national recognition for Philadelphia University’s physician assistant studies program,” said Matt Dane Baker, PA-C, DHSc., dean of the College of Science, Health and the Liberal Arts and professor of physician assistant studies. “This well-deserved recognition reflects the quality of our educational program and award-winning faculty, as well as the high level of success of our graduates in sitting for their national exams and as practicing clinicians.”

In all, there are 154 accredited physician assistant programs in the United States, many of them at large research universities with medical schools, Baker said, making this an even more significant achievement for the PhilaU program, which was established in 1994.

Philadelphia University offers B.S./M.S. and M.S. in Physician Assistant Studies programs, as well as a joint M.B.A./M.S. in Physician Assistant Studies.

While NHGRI’s Feero acknowledges that clinical applications of genetic research findings may not be coming as quickly as some would like, he says the implications both for now and the future of health care are profound.

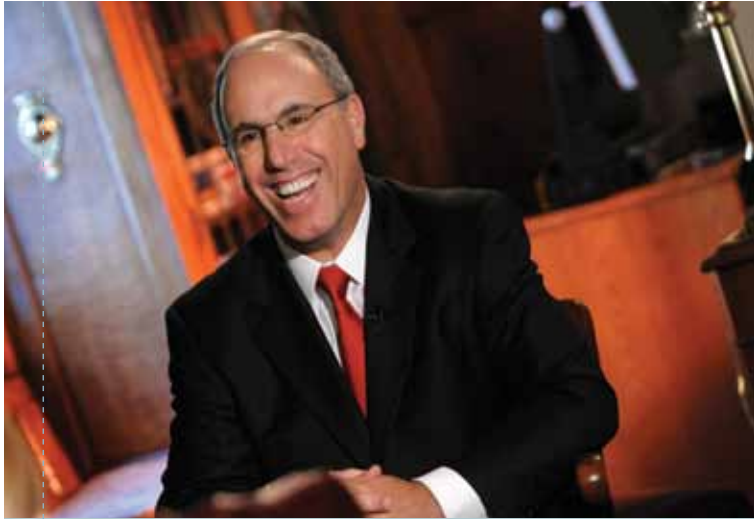
“Being able to accurately predict the risk or onset of conditions such as heart disease, diabetes, cancer and Alzheimer’s disease will open up a wealth of new strategies for prevention and treatment,” Feero says. “Eventually, people will wonder how we ever practiced medicine without genetic information at hand.”



# PHILAU president's commentary

## MAXIMIZING STUDENTS' EXPERIENCES

By President Stephen Spinelli Jr., Ph.D.



In the late 1990s, a computer science engineer named Tony Fadell had an idea for a business. He quit his job at an electronics company and began pitching his concept for a small hard drive device that could store and play back music files downloaded from a computer.

At a time when most people walked around with CD players capable of playing 10 to 15 songs at a time, Fadell's idea sounded radical. Could there really be a device as small as a pack of cards that could carry someone's entire music collection?

After several rejections, Fadell sold his idea to a computer company, predicting at the time that his idea would transform that company into a leader in the music industry.

You can probably guess where the story goes from there. Fadell started working at Apple in 2001, and ever since Steve Jobs casually slipped the iPod out of his jeans pocket to show it off at one of his famous presentations, the music industry has never been the same.

The history of innovation is full of stories like this. Someone has an idea, and with hard work and determination, that idea can change the world. What we are doing at Philadelphia University — through unique curricula — is equipping our students with the skills they need to transform their ideas into industry-changing realities.

Fadell was formally trained as an engineer. But he also had the business sense to see that the music industry was moving toward the digital format (Napster had just launched two years prior to the iPod's release). He was able to start his own company, and pitch his idea to potential industry partners. After he landed at Apple, he oversaw a team of designers, pushing them to create a device that would not only be able to do the job, but would be easy enough to use that people would quickly become attached to it.

Philadelphia University is now operating under a new organizational structure with three Colleges — the College of Architecture and the Built Environment; the College of Design, Engineering and Commerce; and the College of Science, Health and the Liberal Arts — that more accurately reflects the breadth and depth of the University's unique curriculum and academic expertise. When we talk about educating the 21st-century professional, our goal at PhilaU is to encourage students to explore the relationship between disciplines in a way that fosters creativity and innovative thinking — building on our strong legacy.

With three new Colleges specifically organized to promote transdisciplinary learning, Philadelphia University is taking a major step in advancing its mission, maximizing students' experiences and further preparing them to be leaders at every level of their careers. Unique curricular and co-curricular opportunities are already having a dramatic impact on PhilaU students as evidenced by the high level of collaboration taking place.

To see the benefits of our approach, all you have to do is pay a visit to campus and see students' innovative projects and research. Working with industry partners throughout the school year, teams of PhilaU students from varied disciplines have worked on real-world projects with stunning results.

This year, nearly 100 students from five majors combined business knowledge and design expertise to produce a product line of mother and daughter clothing for QVC. Elmer's Inc. sponsored a project for industrial design students that required creative product designs, complete with business plans and marketing strategies. Federal-Mogul Corporation sponsored a semester-long innovation competition for which students developed a product for the automobile industry. Industrial design, business and engineering students worked together to create prototypes that have the potential to outperform products in the marketplace today.

These are just a few of the many exciting industry-sponsored projects already developed through Philadelphia University's unique approach to teaching and learning. It's what we call Nexus Learning or the intersection of active, collaborative learning that is connected to the real world and infused with the liberal arts. And with the College of Architecture and the Built Environment; College of Design, Engineering and Commerce; and College of Science, Health and the Liberal Arts, I can't wait to see what new and innovative ideas our students develop in the years to come.

For the next generation of innovative thinkers like Tony Fadell, there is no place more exciting to learn than Philadelphia University.



## Supporting Students' Distinctive Academic Experiences

*New College Structure and Center for Teaching Innovation and Nexus Learning Unveiled*

Philadelphia University unveiled a new organizational structure this spring that created three Colleges. The new structure is just one more step in advancing University's unique curriculum, academic programs and faculty expertise.

The three Colleges include:

- **College of Architecture and the Built Environment**, incorporating what was the School of Architecture
- **College of Design, Engineering and Commerce**, which includes the Schools of Design and Engineering and Business Administration
- **College of Science, Health and the Liberal Arts**, merging the Schools of Liberal Arts and Science and Health

"Philadelphia University's evolution and growth are enhancing the academic experience for our students and affirming our position as the model for professional education," said President Spinelli.

The new organizational structure is a clearer representation of the University's level of expertise and will ensure a more appropriate balance across the University. "We carefully designed a more balanced structure that will create symmetries between academic units, improve administrative services for students and faculty, and create more opportunities for collaborative and integrative learning experiences for our students," said Provost Randy Swearer, Ph.D.

### NEXUS LEARNING: FORMALIZING OUR SIGNATURE LEARNING APPROACH

When you walk around campus and visit the studios, labs and classrooms, the value of a Philadelphia University education is clear. Everywhere you look you find extraordinary examples of active and collaborative learning that is connected to the real world and infused with the liberal arts. It is the nexus of those four components of our signature approach to teaching and learning that provides our students with a real competitive advantage in a rapidly changing world. It's an approach that mirrors industry and makes companies very excited about hiring our graduates.

Under the direction of Marion Roydhouse, Ph.D., an expert in higher education pedagogy, the Center for Teaching Innovation and Nexus Learning was established to support the University's vision of being the model for professional education. Further inspiring excellence in teaching, the Center will create a rich environment for teaching innovation and support faculty collaboration.

"Our signature approach to teaching and learning is already embedded in our instructional fabric and our University mission," said Roydhouse. "With the new Center, we have the opportunity to strengthen and broaden our successes in shaping our distinctive academic identity — centered on our strongest and most effective teaching methods — to educate students who will be leaders in their professions."





## Emmy-nominated alumna Kim Wannop '99 dresses the sets for Fox's hit TV show *Bones*

By Debbie Goldberg

It's mid-afternoon on yet another sunny southern California day, and Kim Wannop '99 is scooting between the sound stages of Fox's hit TV show *Bones* in a golf cart. The black and white bedroom of the young woman who is this episode's murder victim is dressed and ready to shoot. The victim was described to Wannop as a Paris Hilton-type character — rich, young and trendy — and her bedroom must reflect this.

Wannop is the show's Emmy-nominated set decorator and, in the fast-paced world of a hit television show, she had exactly one week from the time she was given the script and information about the character to decorate the bedroom set.

The result is a modern black and white bedroom with strong accents of yellow on pillows and a large wall hanging (pictured on left page). Wannop used fabric on the wall to bring pattern into the room. Geometric shapes carry through on the bedding, a low cabinet and shelving. Silver lamp bases hold airy-looking shades.

"Last Wednesday we started stripping the set, Monday we picked up the new items for the room, Tuesday we dressed it and today they start shooting in it," says Wannop, who majored in interior design at Philadelphia University, eyeing the set on the 20th Century Fox lot. The previous day, she was told she would need to set up a nightclub scene ready to shoot the next day.

Each weekly episode typically requires six new sets, sometimes more, and Wannop, in addition to dressing the sets, is in charge of the dozen or so people — a buyer, "lead man" who coordinates paperwork and pick-up, and the swing gang to move props in and out of the sets — who make sure that everything is set up and ready to film on schedule.

*Bones*, which just finished its sixth season, is a crime procedural in which Dr. Temperance Brennan, played by Emily Deschanel, a forensic anthropologist who reads clues from victim's

bones, and FBI special agent Seeley Booth, played by David Boreanaz, team up to solve murders.

Wannop's job is to make sure that the personalities of these characters — and all the other regular and guest characters — are reflected in the places they live, work and play. "I have to create an environment that describes the character and actions of the script without words," she says.

So Brennan's bedroom can't just be a highly styled room — it has to show something about her character. Wannop kept it clean and modern, with soft pumpkin-colored walls, and filled it with artifacts suitable for an anthropologist. While her clinical personality is reflected in the concrete and granite floors and tabletops in Brennan's living space, Wannop says there also needed to be a feminine feel to the space.

In Brennan's office, Wannop kept the impersonal look, but added items for interest, such as the skulls on her desk. Wannop lined shelves behind Brennan's desk with knick-knacks that give off good shadows and forms, but which don't demand a lot of attention. "It has to read in the background," she says. "It can't stand out too much."

Booth's apartment reflects a masculine style, with leather sofa and chairs, lots of vintage knick-knacks and even part of an old military plane hanging on the wall. Boreanaz did have some input into the design, which Wannop says works well because "you want actors to feel comfortable in the space."



### *From Script to Film: Dressing Six or More Sets a Week*

Wannop, a member of the Set Decorators Society of America, must research, resource and acquire all the objects needed to prepare each set used in the show: in six years that comes to 98 episodes and about 775 sets. She gets about eight days to prepare for each one-hour show, but another episode is shooting during that time, so she's working on two shows at once.

The set dressing process starts with a concept meeting, at which all the department heads go through the new script with the writers, director and producers. Wannop then meets with the production designer to discuss concepts and style and go over the budget. "I spend a lot of





Kim Wannop '99 gets to do some wild and creative things that most interior designers would never have the chance to do, such as design a living space for a hoarder.

time doing research — I use books, magazines, online photos and go to location sites,” she says. Over the next five days, she and her assistant, the buyer, go to prop houses, retail stores, flea markets and shop online to find suitable options for the sets. She then meets with the director to present how the set will look.

Some of what she designs is dictated by the script: for instance, a room may need to have a

bookcase so a clue can be found or a dumpster may be needed in an alley to hold a body. “We always have a dead body,” she laughs.

When all the research, shopping and meetings are done, the sets are dressed — “my favorite part,” she says — usually in less than a day. On the day the set is filmed, Wannop watches the actors rehearse and may have to make some adjustments because of the action or camera

angles. “As perfect as you think the set looks, if they can’t shoot it, it has to change,” she notes. Once filming starts, she’s already working on the next episode.

It turns out that one of the toughest elements of her job is not simply getting a room to look lovely, or even authentic, as in the crime lab set — it’s getting a place to look like someone really lives or works there. In the black and white bedroom, for instance, which appears exceptionally neat, Wannop carefully places some shoes on the floor and arranges jewelry on the dresser. In offices, she’ll add, say, family photos, sports paraphernalia, a bobblehead doll or a photo of John F. Kennedy.

“The hardest thing for television is to make rooms look lived in,” Wannop says.

### Measure of Success: an Emmy Nomination

Los Angeles is a long way from Northfield, N.J., where Wannop, 34, grew up just outside Atlantic City. She entered PhilaU in 1995 as an architecture major, but realized a year or so in that she was more interested in the interior design elements than sitting at a drafting table. After graduation, she moved to Los Angeles with \$3,000 in her pocket. “I gave myself five years to make it here or move back to Philly,” she recalls.

Almost exactly 10 years later, in July 2009, Wannop got the thrill of a lifetime when she was nominated by her peers for an Emmy award — a career pinnacle for anyone working in television. Another set decorator called at 5 a.m. to tell Wannop she was nominated, along with the show’s production designer and art director, for their work on the fifth-season sets of *Bones*.

“I really didn’t believe her,” Wannop recalls. “I had to look it up online.”

Because a show must have 75 percent new sets during a season to be considered, Wannop explains that most shows are nominated their first year, when all the sets are new. Many of the sets for *Bones*, for instance, including Booth’s and

Brennan’s homes and offices, the FBI office and medical labs, are consistent from year to year. But in the fifth season, Booth was kidnapped and stuck at sea — this is television, after all — which required a large number of newly designed sets.

Although Wannop didn’t win the Emmy that year — it went to the designers of *Pushing Daisies* — the *Bones* set design was submitted for consideration again this year, so Wannop will be tuning in when the nominations are announced in July, however early that may be on the West Coast.

Working on a long-running show is like striking gold in the entertainment industry, but Wannop certainly paid her dues to reach this point. She started in low-level production and art department assistant jobs on such shows as *Malibu, CA*, and *American Dreams*, and the 2003 film *Wonderland*.

She moved up to art department coordinator on the ABC show *Philly*, starring her cousin, actress Kim Delaney (although she didn’t tell her she had applied for the job until after she was hired), and to assistant art director on game shows *Jeopardy* and *Wheel of Fortune*, where



each week’s show had a different theme and she drafted some 200 sets in a year and a half.

As set decorator, she worked on a number of TV shows and films, including the 2009 comedy *Fanboys*, about a group of zealous *Star Wars* fans, starring Kristen Bell and Jay Baruchel, before joining the crew of *Bones*.

This July, Wannop will take her set decorating talents to the NBC hit comedy *Parks and Recre-*

*ation*, starring Amy Poehler, Rashida Jones and Rob Lowe. “It should be a fun show,” Wannop said. And it will certainly have fewer dead bodies.

Wannop credits her interior design education at Philadelphia University for a large share of her success, although clearly drive, talent and a willingness to step outside the box also played a large role.

Lauren Baumbach, director of Philadelphia University’s interior design program, who taught when Wannop was a student and invited her to senior “crits” last year, said the program prepares students well for set design careers. “Interior design students are expected to be visionary and, when given design problems, they must be nimble at concept development,” she says.

“Being imaginative, creative and quick with design solutions is important for set designers,” Baumbach adds. “They must know how to create a sense of time and place. To do this, they apply their knowledge of history and theory to forming space, lighting design, selecting furniture and materials.”

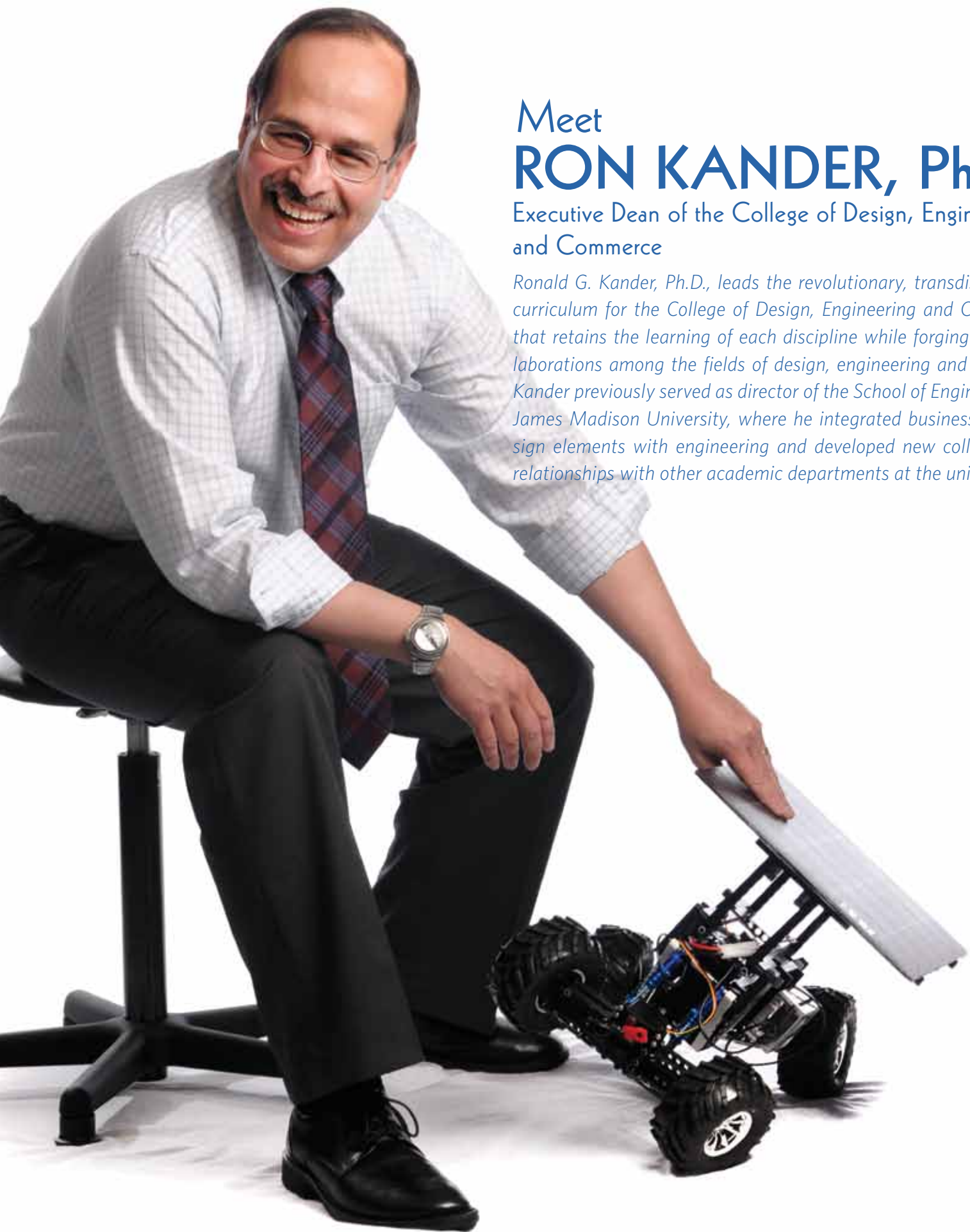
Although many of the principles are the same in real-world interior design and the imaginary interiors of set designs, Wannop gets to do some wild and creative things that most interior designers would never have the chance to do. For example, designing a living space for a hoarder — for which she bought a ton of old papers from the *Los Angeles Times*.

And in season two, Wannop had to dress an exploded hotel room, working with the Los Angeles Fire Department to safely set fire to a roomful of furniture — including a baby grand piano bought specifically to wreck. That’s

another thing she didn’t learn in design studio classes.

So, while her interior design background is critical to her success in set decorating, Wannop told alumni at the recent 20/30 School of Architecture Anniversary Alumni Celebration on campus, “It’s a little different than everyone else’s career because I work in fantasy — no load-bearing walls.”





## Meet RON KANDER, Ph.D.

Executive Dean of the College of Design, Engineering and Commerce

*Ronald G. Kander, Ph.D., leads the revolutionary, transdisciplinary curriculum for the College of Design, Engineering and Commerce that retains the learning of each discipline while forging new collaborations among the fields of design, engineering and business. Kander previously served as director of the School of Engineering at James Madison University, where he integrated business and design elements with engineering and developed new collaborative relationships with other academic departments at the university.*

### *What brought you to Philadelphia University as executive dean?*

I have spent my entire career building interdisciplinary professional programs and was immediately impressed with the scale of this initiative at Philadelphia University. The level of commitment to the College of Design, Engineering and Commerce (DEC) at all levels of the University is unprecedented, and the elegance of the design of DEC is striking. I am excited by the integrated curriculum fostering innovation and focusing on the strengths each discipline brings to the collaborative process.

Philadelphia University is breaking people out of their disciplinary silos to work collaboratively on real-world, complex human problems — the kind that are relevant to today’s industry and to the world. It’s an exciting and compelling challenge to deliver this new educational paradigm.

### *What is it about the combination of these three disciplines — design, engineering and commerce — into a single college that can create magic?*

The core skill sets represented by the disciplines of design, engineering and commerce come together in a unique way, aligning with the critical needs represented by most of the grand, human-scale challenges facing the world today. The critical-thinking and creativity skills of the designer naturally combine with the analysis and problem-solving skills of the engineer and the planning and project-management skills of the business professional to form a “suite of expertise” that makes them uniquely qualified to address today’s real-world problems.

The trick is to encourage students in each of these fields to develop core disciplinary depth and respect for the traditions in one of these areas while simultaneously developing an understanding and respect for what the other areas can contribute to the solution of a problem or development of a new idea.

### *PhilaU is breaking academic ground with DEC — pushing students to think beyond the boundaries of existing disciplines to focus on market-driven innovation through teamwork, collaboration and connections with industry partners. What are the challenges in making this happen? What’s the pay-off?*

The big opportunity is developing both new curricular content and new pedagogical methods to deliver that content. Both of these also require faculty development as we chart new ground in ways to deliver interdisciplinary content in a team-based, collaborative environment. This goes well beyond simply developing new course materials and new ways to teach together. We are developing new ways to use our teaching spaces (classrooms, design studios and laboratories) and even new ways to schedule interdisciplinary, team-based project courses.

Our faculty members are energized and excited by the opportunity to reinvent themselves as a new kind of university professor — one who is defined less by the traditional “sage on the stage” model of teaching and more in the role of academic coach and learning facilitator. These new teaching models are critical to the success of the College, and we are providing thoughtful and targeted professional development opportunities so faculty have the tools necessary to make the transition.

### *Collaboration is critical to success in the 21st-century work place; many business leaders agree on this point. Why have colleges and universities been so slow in building this into the curriculum?*

This comes back to the traditional model of a university professor as a focused expert in a narrow sub-discipline. This also reflects a teacher’s traditional role as solitary lecturer in the classroom. It takes a self-confident faculty member to acknowledge that he or she must collaborate with and learn from those in other disciplines to have the ability to solve a complex, real-world problem. As learning facilitators in DEC, our faculty will continue to grow and learn as they work with both faculty colleagues and students. The recognition and appreciation of this lifelong learning skill is one of the most valuable things we can pass on to our students, especially when we are preparing them for jobs and careers that don’t even exist yet.

### *The College of Design, Engineering and Commerce stresses interdisciplinary, project-based learning and collaborative problem solving. How is the new academic building designed to support the DEC curriculum?*

The DEC building will be one of the most innovative academic buildings in the nation. It will be the flagship of collaborative, problem-based learning on our campus. At almost 40,000 square feet, there will be few permanent offices in the building. Instead, there will be multiple temporary “hot seat” spaces for faculty to use — for hours, days or even weeks at a time — when they are working on interdisciplinary projects with students and other faculty.

The building also will include collaboration spaces for students to work on interdisciplinary projects, as well as public spaces such as the forum, a large open gathering space, and smaller spaces spread throughout the building to stimulate impromptu collaboration.

The building will boast five highly reconfigurable studio spaces and a large prototyping area, all dedicated to interdisciplinary team projects. The building is so unique that it will be fascinating to watch as students and the faculty discover new ways to collaborate in all the building’s spaces.

*(continued on page 15)*

*Kander is pictured with a solar-powered rover — built by PhilaU engineering faculty and students to research and test alternative power sources. Students in the mechatronics course this spring researched the use and functionalities of a solar-powered vehicle where solar energy was converted and stored in a lithium battery.*





# A Unique Building for an Innovative College



President Spinelli, members of the Board of Trustees, faculty, staff, students and friends of the University joined together in early June to celebrate the groundbreaking for the new College of Design, Engineering and Commerce (DEC) building.

During the ceremony, President Spinelli touted the innovative design of the unique 38,500-square-foot building that will house the new College of Design, Engineering and Commerce. “The DEC building will have a dramatic effect on the campus in countless ways and, in particular, it will dramatically affect our students’ academic experiences.”

The College of Design, Engineering and Commerce offers an integrated curriculum that retains the core learning of each discipline while forging new collaborations among the fields of design, engineering and business. By bringing these disciplines together, the College pushes students to think beyond the boundaries of existing disciplines and focus on market-driven innovation through teamwork, collaboration and connections with industry partners.

The facility — which will open for the spring 2013 semester — will provide flexible space to facilitate transdisciplinary, project-based learning and collaborative problem solving. Designed to meet LEED standards, the building’s design features a distinctive metal shell for climate control and a two-story forum space for exhibits and presentations.

To meet the needs of students, faculty and industry partners in a collaborative setting, the building will include flexible space for studios, seminars, conference meetings and team projects. This will allow teaching and work

space to be reconfigured as projects and curricula evolve.

D. Walter Cohen, DDS, chair of *Power to Innovate: The Campaign for Philadelphia University* and member of the Board of Trustees, highlighted the significance of the groundbreaking ceremony and its importance as a defining moment in the University’s history. “I am very proud of the progress we have made and am eager to begin construction on this signature building for Philadelphia University.”

A committee of faculty members and deans, led by the provost’s office, worked with the architect to design the space to meet the program’s unique needs. “Like the collaborative learning that will take place within its walls, the design process of this building was a collaboration among many people,” noted President Spinelli.

The architect for the building, Shepley Bulfinch Richardson & Abbott of Boston, also designed the award-winning Paul J. Gutman Library and The Kanbar Campus Center.

*Top: Rendering of the building (view from The Kanbar Campus Center). Right page, top: D. Walter Cohen, DDS, (left) member of the Philadelphia University Board of Trustees and chair of Power to Innovate: The Campaign for Philadelphia University; Janette Blackburn (middle), principal of the architecture firm Shepley Bulfinch Richardson & Abbott and lead designer of the new building; and President Spinelli broke ground for the new building on June 10. Center: rendering of the forum space. Bottom: rendering of the main entrance.*



(continued from page 13)

*In what ways will the College give graduates a competitive edge in the work place?*

This is one of the most exciting and important aspects of DEC. While students always will be hired based on the skills and abilities associated with their major, the value added will be a portfolio of interdisciplinary, collaborative skills that graduates will have developed and demonstrated throughout the DEC curriculum. These are becoming more important in the workplace.

The global, interconnected world we live in requires new members in the workforce to rapidly demonstrate the ability to work in international, transdisciplinary teams. Designers, engineers and business professionals will be presented with problems that can only be solved collaboratively. Their value in the workforce is less dependent on what they know and more dependent on their ability to think critically about the massive amounts of information they have available to them, and more importantly, on how quickly they can assemble a team of professionals to solve problems using this information.

These are the skills students are already developing through the DEC curriculum and that they will demonstrate through their capstone projects. These demonstrated skills will definitely differentiate them from other professionals in the workplace and give them a competitive edge.

*How is success measured in the DEC curriculum?*

As we share the unique aspects of the College of Design, Engineering and Commerce with our industry partners and fellow academic thought leaders, we are further energized by the overwhelmingly positive response we are receiving. However, the lasting “aha” moment will come when our alumni and their employers come back to us with requests for more graduates and with offers to partner on projects. The development of a deep and synergistic relationship between our students, faculty, alumni and their employers will be the best measure of our program’s success.

Another measure of success will be when we feel pressure to accelerate our already frenetic pace of curriculum innovation because other universities are modeling their programs on what we are doing at Philadelphia University. The best measure of the success of “DEC 1.0” will be the pressure we feel to develop “DEC 2.0!”



# A Season of Fashion

Philadelphia University fashion design students just couldn't keep their designs off the runway this spring. The creativity and determination exhibited by students were showcased at several unique events including the Opera Company of Philadelphia's production of "Romeo et Juliette," the Philadelphia International Flower Show, Philadelphia Museum of Art's "Project Capucci" and the inaugural Philadelphia International Festival for the Arts.



Debating February 11 at the Academy of Music, this year's Opera Company of Philadelphia's production of the classic love story "Romeo et Juliette" came to stage with an unexpected twist — the Capulets and Montagues were no longer feuding families, but rather dueling fashion houses. The Company asked local student designers to design for the show. The performers wore the bold and exaggerated garments of Nicole Enterline '11 (sketch pictured), Jennifer Hawrylak '11 and Jennifer Lanyon '12 during the runway show, the production's first act flash point.



From March 6 to 13, 16 dresses and gowns by PhilaU fashion design students were featured as part of "Springtime in Paris," the 2011 Philadelphia International Flower Show, at the Pennsylvania Convention Center.

As part of a collaboration between PhilaU and the Flower Show to bring haute couture to the event, show organizers selected designs by Katherine Carlton '11, Kaitlyn Doherty '11, Victoria Harris '11, Jennifer Hawrylak '11, Christi Jefferson '10, Johanna Kozak '11, Jennifer Lanyon '12 (dress pictured left), Alison Lehman '11, Kaitlin O'Leary '11, Katherine Passage '12, Cecily Salinas '11, Arielle Salkowitz '11, Marisa Silva '11, Anfisa Sokolova '11 and Rachel Wendling '10 that were exhibited at the show and used as inspiration for companion floral designs.



On April 1, Caitlin Quirk '11 (left) and Kaitlin Walkigorski '12 (right) took second- and third-place honors, respectively, for their smashing designs in the "Project Capucci" student design competition sponsored by the Philadelphia Museum of Art. For the competition, students from PhilaU and other area programs presented designs inspired by the work of influential Italian designer Roberto Capucci, one of the founders of modern Italian fashion, known for his colorful and sculptural fashions.



During the 2011 Philadelphia International Festival for the Arts, PhilaU designers hit the runway as part of a student competition during the opening weekend celebration on April 8. The work of PhilaU student designers Kaitlyn Doherty '11 (design pictured), Christi Jefferson '10, Jennifer Lanyon '12, Katherine Passage '12, Caitlin Quirk '11 and Anfisa Sokolova '11 was highlighted in the Paris-inspired show.



## THE SHOT DOC HALL OF FAMER

Philadelphia University's legendary men's basketball coach Herb Magee '63 will spend the summer preparing for his 45th season as head coach and giving shooting pointers at youth camps and to basketball professionals to improve their shots.

This summer, however, is a little more exciting than most for Coach Magee, as he will travel to Springfield, Mass., with his family, friends and members of the University community to celebrate his induction into the Naismith Memorial Basketball Hall of Fame as a member of the Class of 2011.

Magee, the NCAA's all-time winningest coach, and nine fellow basketball greats will be bestowed the sport's greatest honor at the August 12 ceremony. The announcement of this year's class was made live April 4 on NBA-TV by sportscaster Jim Nantz, who announced Coach Magee and the inductees during a ceremony prior to the NCAA Division I men's basketball championship game in Houston.

Magee was presented with a No. 11 Hall of Fame jersey bearing his name

and expressed his gratitude for the honor. "I am completely humbled to be enshrined into the Naismith Memorial Hall of Fame," he said. "I have dedicated my life to the game of basketball, and to become a member of this sport's elite group of players and coaches is an honor."

A flood of media attention, including front-page recognition from *The Philadelphia Inquirer* and coverage in such major media outlets as *The New York Times*, *ESPN*, *USA Today* and *The Boston Globe*, followed the announcement. Magee held a press conference upon returning to campus, where he was greeted with cheers and congratulations by the University community.

Always thinking about the next game, Magee told reporters, "If practice were to start tomorrow, I would be happy. That's who I am. I just love coaching basketball."

The Hall of Fame induction ceremony, which will be televised nationally, will be held in Springfield, Mass., on Aug. 12. Look for full coverage of the Hall of Fame enshrinement and celebratory events in the winter issue of *Innovator Magazine*.

*Images courtesy of Houston Media Group*





**Students Display ‘Plyboo’ Designs at Prestigious Furniture Fair**

Sophomore industrial design students, working in collaboration with industry leader Smith & Fong Co., had the opportunity to display their work at the prestigious International Contemporary Furniture Fair (ICFF) in New York. The project, called “Plyboo + PhilaU,” challenged students to think of creative uses for Plyboo, the most respected name in bamboo plywood, and construct designs using the product. Smith & Fong was so impressed with the quality of the student work that they arranged to display it at ICFF.

*Photo credit: Mark Havens*

**Pre-Med Students Gain Post-Grad Insights During Asclepius Career Day**

The fourth annual D. Walter Cohen Asclepius Career Day on April 30 offered pre-medical studies majors insights, advice and tools to prepare them for the various careers and graduate/medical programs available. Students in attendance listened to presentations on medical specialties including cardiology, orthopedics, pediatrics and internal medicine, as well as pharmacy and research in clinical specialties. The event featured alumni speakers, local physicians and health professionals, and representatives from admissions offices.

**Student Awarded Research Grant to Track the Health of Forests in Finland**

Environmental and conservation biology major Lauren Quast ’12 received a National Science

Foundation Research Experience for Undergraduates grant to study the fluctuations of nutrients in a boreal Scots pine forest in Finland. Working with the Finnish Forestry Institute and Helsinki University, she collected soil samples to determine the carbon-to-nitrogen ratio, and used the results to help determine the impact of logging and post-harvest residue removal on the forest.



**Sustainable Design Professor Featured on Grid Magazine Cover**

Rob Fleming, Ph.D., director of the M.S. in Sustainable Design program, was featured in a cover story in the May edition of *Grid* magazine, a Philadelphia publication focused on sustainability. Fleming, who co-founded the Engineering and Design Institute at Philadelphia University in 2000 with Chris Pastore and the M.S. in Sustainable Design program in 2006, is one of the nation’s leading experts in sustainable design education. The *Grid* article drew a detailed picture of the innovative, yet grounded, approach of the PhilaU master’s program. *Grid* praised the sustainable design program’s diversity, creativity and interdisciplinary approach.

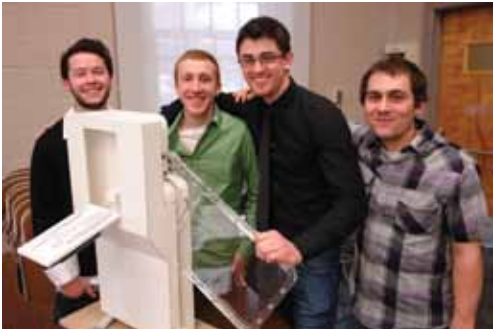
**PhilaU Science Expertise on Display During Philadelphia Science Festival**

Health and science expert faculty and students participated in a series of events and showcased research projects during the first Philadelphia Science Festival in April. The festival was a two-week, city-wide celebration of science featuring lectures, debates, hands-on activities, special exhibitions and a variety of other informal science education experiences for people of all ages. Some of the events in which PhilaU participated included a 3D-photo project on campus, a forensics-evidence, murder-mystery dinner and the festival’s carnival, among many others.



**Synagro CEO and ‘Undercover Boss’ Guest Star Discusses Sustainability with Students**

Shortly after CBS aired an episode of “Undercover Boss” starring Bill Massa, CEO of Synagro, a leader in sustainable recycling of waste byproducts, the CEO-turned-TV star visited campus to talk about sustainability with students and faculty. A roomful of students, faculty and staff met Massa on campus in April for a screening of the show, which aired on CBS March 27, along with a Q&A with Massa and his business associate, Christoph Lueneburger, a consultant for Egon Zehnder International. After the screening, students quizzed the CEO about work in the sustainability industry, his experience on the show and career advice for graduating students.



**Industrial Design Students Develop Concepts for Innovative Office Products during Annual SPRINT Challenge**

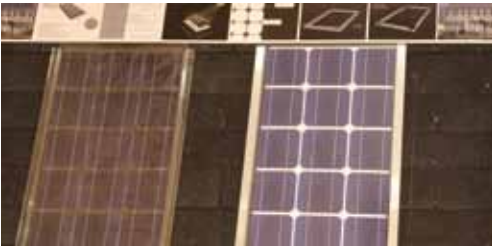
In just one week’s time in January, industrial design students worked tirelessly to develop new concepts and designs for Innovative Office Products. During the ninth annual SPRINT Challenge, students from all four years worked in teams and with Innovative executives — including alumni Bradley Derry ’01, product development director; Chris Grim ’05, OEM and retail sales engineer; and David VanDuzer ’05, product designer — to develop products that take into account how future technologies will advance the current marketplace. The winning project, named the Holodeck Surgical Monitor System, was designed

to allow health care providers to conduct laparoscopic (minimally invasive) surgeries without being in the operating room.



**Collaborative Student Team Develops ‘Solarshield’ for CS Sponsored Project**

Utilizing solar shading solutions currently on the market, an interdisciplinary, collaborative team — composed of industrial design students Carolyn Hannan ’11 and Sam Ryan ’12, engineering student Christopher Anderson ’11 and MBA student Andrew Forsythe M’11 — created a dynamic product that can protect a building during a hurricane, up to a category 3, while simultaneously providing solar protection. As a collaborative project with Construction Specialties (CS), the Solarshield product uses CS’s current airfoil-shaped sunshade to deflect heat and reduce building utility costs. In the event of a hurricane, the air foil shade deploys over a building’s windows to provide a blast-proof Kevlar barrier to protect the valuable contents of the building. Solarshield’s dynamic façade effectively reduces energy consumption while protecting a building from environmental damage.



**Students Design Solar Panel Film for Dunmore Corporation**

Architectural engineering student Ashley Echols ’12, MBA student Nicole Lemanski M’12, and industrial design students Faye Rice ’12 and Jordan Cammarata ’12 developed a film that would be

applied to solar panels to improve their aesthetics but not dramatically impact their efficiency. The industry collaboration was sponsored by Dunmore Corporation, an international film manufacturer located in Bristol, Pa., whose president and CEO is PhilaU alumnus Matthew Sullivan M’97. Among several projects developed through the project, the team designed a customizable, perforated, patterned film to help camouflage solar panels.

**Law and Society Introduces ‘The Voice’**

The PhilaU B.S. in Law and Society program launched a new, online publication, *The Voice*, in February. Amelia Gundersen-Herman ’13, editor of *The Voice*, said that the publication analyzes controversial topics ranging in scope from a campus level to an international level, as well as intelligent, passionate and opinionated editorials that stress the point of covering both sides of the story. Topics are not limited to law, and may also address sociological, political and psychological issues.



**Professor and Student Showcase Work at National Sustainable Design Expo**

Robert Fryer (left), assistant professor in the M.S. in Sustainable Design program, and sustainable design student Kevin Frost M’11 presented their work at the National Sustainable Design Expo in Washington, D.C., from April 15 to 17. Last year, Frost and Fryer received an Environmental Protection Agency (EPA) P3 Award grant to support a collaborative sustainable design project with Cherry Hill West High School in Cherry Hill, N.J. The team presented the results of their efforts at the design expo among the nation’s top sustainable design schools and who’s who of sustainable design experts — including the head scientist of the EPA and several high-ranking members of President Obama’s administration.

**Philadelphia University MAG Composites Institute Established to Develop Textile-based Composites for Industrial Applications**



The Philadelphia University MAG Composites Institute has been established to research and develop new textile-based composites that could have wide application in industry, including the aerospace, automotive and energy sectors. The new research institute is funded

structures, as well as one of the largest global suppliers of machine tools and manufacturing automation systems for the durable goods industry. The Philadelphia University MAG Composites Institute builds on the University’s legacy as the nation’s first textile school and its considerable expertise in advanced textile-related research. In addition to the Institute, the funding also will support a new B.S. in Engineering program with a concentration in composites, one of the only such programs in the country. The first courses in composites will be offered in fall 2011. “Composites are important in industry because they are lighter than steel or aluminum and thus provide engineers with a lightweight alternative for use in a broad array of structures for aerospace, automotive and wind-energy applications,” said David Brookstein, Sc.D., executive dean for university research.



Industrial Design Students Develop Product Lines for Iconic Elmer’s Brand

Five teams of industrial design students worked for most of the spring semester to develop new and innovative presentation product concepts for Elmer’s Products, Inc., in a unique industry collaboration.

The design students researched Elmer’s current products and those of the company’s competitors before designing a new line of presentation tools to showcase to the company’s representatives. The students created mock-ups of their ideas, demonstrating their usefulness and integration with Elmer’s current line. In addition, students developed sales, packaging and display strategies to promote the products in stores and online.



Law and Society Program Graduates First Students

Among the graduates of the Class of 2011 were two students who received a B.S. in Law and Society — the first graduates of the three-year-old program at PhilaU. Maggie Frank ’11 and William Benjamin Jackson ’11 will continue their education in law school — both having been accepted for graduate study in the spring. The new major was designed to engage students in the study of society’s competing power bases, marrying practical knowledge with liberal arts and theory.

Students Collaborate to Design Innovative, Customized Assistive Devices

Occupational therapy graduate students and industrial design undergraduate students teamed up this spring to create customized assistive devices and innovative solutions for more than 20 clients managing daily living challenges. This unique collaboration, which is in its 12th year, is

believed to be the only such program in the country. An exhibit of the collaborative works was held April 1. It showcased student-designed assistive devices, ranging from the “Rotator Spork Set” for a four year old with Duchenne muscular dystrophy to a “Wheelchair Weather Shelter” for a 46-year-old woman born with spina bifida.



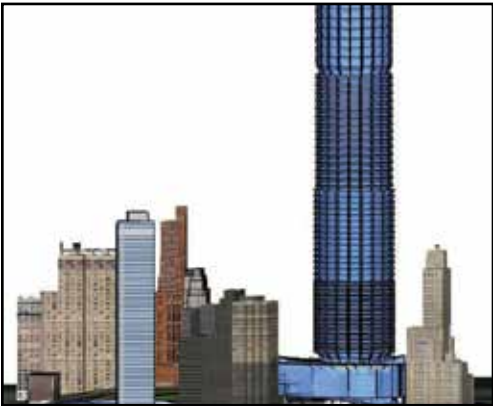
Design X Fashion Show Pushes Creative Boundaries, Wows Packed Auditorium

Fashion design students wowed the packed Downs Hall Auditorium at the 2011 Design X Fashion Show Feb. 22, pushing creative boundaries from the fantastical to the sublime. Featuring an array of work inspired by nature, pop culture and UPS shipping products, the show included dresses made of latex gloves, Plexiglass, trash bags and magazines, among other unconventional materials. Students were featured in a WHYY interview following the show. Always an exciting and visually stimulating event, Design X, produced by the Fashion Industries Association, is a collection of experimental designs constructed from innovative materials not typically used for clothing.

Graduate Students Develop Garments Benefiting Children with Disabilities

Students in the M.S. in Occupational Therapy and the M.S. in Fashion Apparel Studies programs worked in teams during the fall semester to develop adaptive garments for children at the United Cerebral Palsy Preschool in Philadelphia. Each group brought their unique skill sets to the project, with occupational therapy students

acting as consultants to a hypothetical apparel manufacturer to aid in the design of new adaptive clothing. The clients were five children, ages one through five, with specific, identified cognitive, sensory or motoric needs. Fashion apparel studies students were responsible for market research, designing, making the prototype and costing.



PhilaU Students Represent America in International Design Competition

For the third year in a row, PhilaU students were selected to represent the United States as winners of the U.S. National Multicomfort House Competition. Architecture student Lauren Printz ’12 and architectural engineering students Jason Bottoni ’12 and Dan Hitchko ’11 took first place out of 19 teams from around the country at the Center for Architecture in New York.

Representing the United States, Printz, Bottoni and Hitchko received a special Jury Award for innovative design for their project, “Il Potenziale del Sole,” in the International Multicomfort House Competition in Prague. The competition required all entrants to create a design for a skyscraper in the Greenwich South section of New York, while meeting “passive house” standards of design — a rigorous energy-efficiency standard used in only a handful of U.S. buildings.

PhilaU Graduates Featured in ‘Emerging Fashion Designers’ Publications

PhilaU graduates were featured in the first two *Emerging Fashion Designers* publications, which showcase the work of young, talented designers from around the country. Kelly Davis ’09, Thomas De Jesus ’09 and Gretchen Harris ’09 were featured in *Emerging Fashion Designers 1*. The book includes more than 100 designers rep-

resenting 16 colleges and universities.

Five PhilaU fashion design graduates — Bianca DePietro ’10, Rachel Wendling ’10, Meg Dewey ’10, Jillian Garvey ’10 and Amanda Vereb ’10 — were featured in the recently published book, *Emerging Fashion Designers II*. The book includes more than 60 designers representing 12 college and universities. The books were published by Schiffer Publishing.



Graphic and Industrial Design Students Win Gold Awards in ‘Graphis New Talent’

Two projects completed by PhilaU students received Gold Awards in the prestigious 2010 *Graphis Design Annual*. The projects were published in “Graphis New Talent,” an internationally competitive, annual publication that highlights only the most promising student talent from around the world.

Kristin Bigness ’08, who majored in graphic design communication, was recognized for a package design piece, entitled “Burlesque Brewery.” Also receiving a Gold Award was a collaborative project “Modern Teatime,” a contemporary tea kettle and packaging system designed by Meghan Gibson ’08, who majored in graphic design communication, and Aodh O Donnell ’11, an industrial design major.

Fashion Design Junior Gabrielle Nadolny Wins iCommit2 Competition

Fashion design junior Gabrielle Nadolny ’12 won \$1,000 after being chosen by a panel of judges during the iCommit2-sponsored project to design the next generation of performance apparel for tennis players. The work of 30 students was judged in two categories: high-fashion tennis apparel focused on retail clients and team apparel focused on high school and college team uniforms. Nadolny won in both categories for her designs. The panel of judges included Julia Cohen, a professional tennis player (USA-WTA).

Students Develop Unique ‘MomMe’ Product Line for QVC



Nearly 100 students from five programs — fashion design, fashion merchandising, fashion industry management, graphic design communication, and marketing — researched, developed, designed, branded and packaged a new line of

coordinated mother-and-child apparel as part of a semester-long project sponsored by QVC, Inc., one of the world’s largest multimedia retailers, and Cotton, Inc.

Everything from design and sourcing to branding and marketing was addressed when the students presented their final work Dec. 7 to representatives of the West Chester, Pa., company. The collaborative project, named “MomMe,” was designed to meet an untapped market for QVC and challenged students to come up with fabulous designs at the right price point that the company could potentially manufacture and sell on-air to its customer base.

The students presented a total of 12 pieces — six outfits for mothers and six accompanying pieces for children — that were produced as prototypes by one of QVC’s manufacturers in Shanghai, China, for the final presentations.



Collaborative Student Team Wins Second FXI-Sponsored Competition

After months of research, design and collaboration, finalists in the FXI Student Design Competition to uncover the next great design utilizing memory foam presented their projects to a panel of judges on Dec. 1. Among the projects presented were a glove that helps promote muscle mobility and dexterity, which was the winning concept; a multi-use pillow system for pregnant women to improve posture while sitting and sleeping; a vest to help lift and move disabled people; and a headscarf to improve sleep while sitting and/or traveling. Students were judged on features and benefits, commercial viability and innovation.



Seniors Win First Toys“R”Us, Inc., Business Case Competition

Five senior business majors won the \$4,000 top prize for their online, birthday party planning service as part of a four-day business plan competition sponsored by international retailer Toys“R”Us, Inc. The winning team included Tiffany Taylor ’11, Stephanie Santana ’11, Gloria Curry ’11, Samayra Rivera ’11 and Abigail Epstein ’11, whose plan aimed to enhance the retailer’s existing “Geoffrey’s Birthday Club.” The competition — designed exclusively for PhilaU — was an intensive, business case analysis developed by Toys“R”Us executives and PhilaU marketing professors Sam Bradley and Chae Mi Lim.



ALUMNI



## KENNETH P. KATES '76 Business Administration/Marketing

Having grown up in Philadelphia, Ken Kates '76 is quick to acknowledge that he misses cheesesteaks, pretzels and TastyKakes. He also has a real appreciation for Coach Herb Magee and his history with the University and the city. "As a student, I was the men's basketball team manager so I know firsthand how much Coach deserves being in the Hall of Fame," he said excitedly. "I was thrilled to hear about his selection."

Kates spent a lot of time as a young adult volunteering at community hospitals and on an ambulance crew. "From the age of 16, I was drawn to health care and it was my mother who suggested I consider it as my career."

Today, Kates is associate vice president and CEO of the University of Iowa Hospitals and Clinics (UIHC) and Children's Hospital in Iowa City — Iowa's only comprehensive academic medical center. He is responsible for the operational, strategic and financial performance of the 729-bed regional referral center.

He also teaches the capstone course in public health at his institution and interacts with students through a student shadowing program. Kates advises undergraduates to "immerse yourself in a wide variety of experiences to shape your interests, build strong relationships and get a sense of the real world."

"My undergraduate education provided me with considerable benefits that paved the way for me to become a senior  
*continued on page 25*

## DR. VIDYA NANDIKOLLA Assistant Professor of Engineering

"People like to press buttons and have things happen," stated Dr. Vidya Nandikolla, assistant professor of engineering. "That is why engineers are invaluable. They build, test and control solutions to serve human needs." A need that can be as simple as a touch control for windows or as complex as designing a mechanical heart.

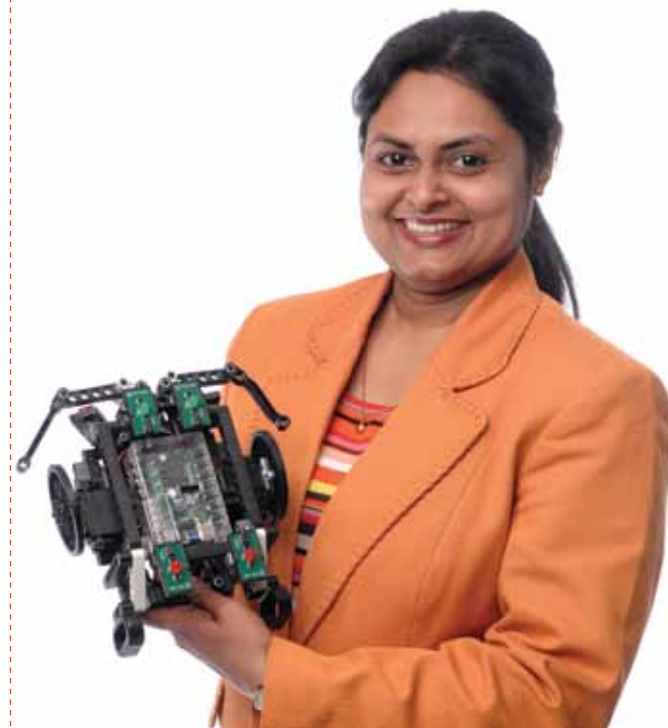
Nandikolla earned a Ph.D. in Engineering and Applied Sciences, specializing in biomedical engineering, an M.S. in Measurement and Control Engineering from Idaho State University, and a B.S. in Mechanical Engineering from Andhra University in India. She is an educator, researcher and also president of Syna Intelligence, a consulting company for the development of health care applications.

During her early years in India, math and science came easy to her; Nandikolla knew she was destined for a university education. She aced the placement exams and scored a coveted seat in the mechanical engineering program. Although she enjoyed biology and toyed with the idea of becoming a physician, Nandikolla realized that the allure of machines and their functionality was strong and offered a different type of opportunity. "I felt that I could improve the quality of life for humankind through engineering applications."

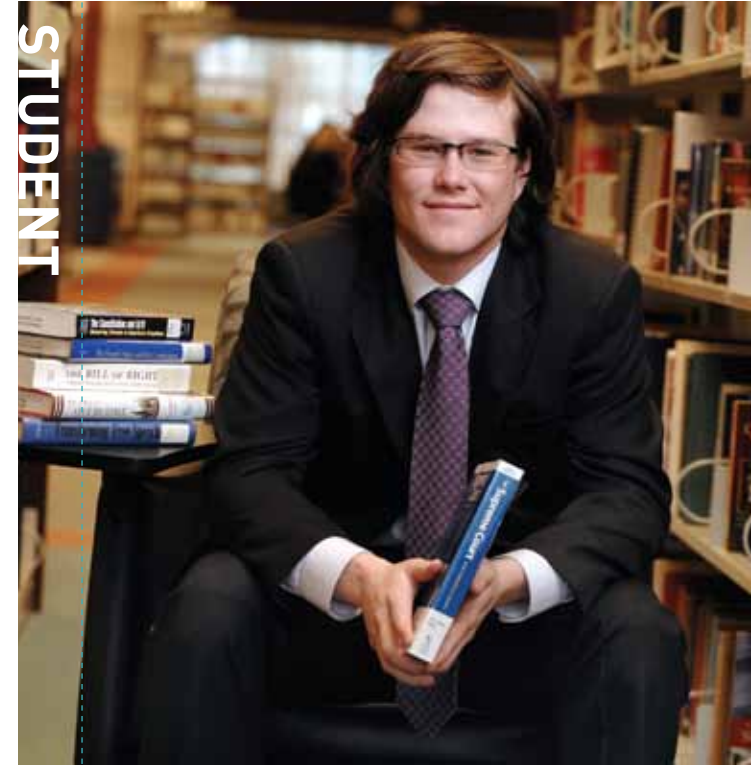
As a biomedical engineer, Nandikolla's doctoral thesis involved the study of algorithms to control the pressure in shoes of patients with diabetes-related foot ulcers. "An instrument in the shoe senses pressure and adaptive materials can be employed to resolve the pressure — thereby lowering

*continued on page 25*

FACULTY



STUDENT



## ZACHERY STREEB '12 Law and Society

When Zachary Streeb '12 enrolled as an architecture major at Philadelphia University he quickly realized that his model-making skills were less than stellar, prompting a switch to business because it offered a wide range of possible career paths.

However, a class he took entitled "Intro to Law and Society" became a catalyst for another change. Now a senior in the B.S. in Law and Society program, Streeb has found his passion. "I was excited by the political process and wanted to be a part of it," he said, adding, "My mom always thought I could make a career out of arguing."

As evidence of his mother's intuition, Streeb was judged an "outstanding attorney" in the fall 2010 mock trial competition sponsored by the University of Pennsylvania Law School. "I was ecstatic," he said of the win. "It gave me tremendous insight into what takes place in the courtroom and it was a great real-world experience."

Growing up in Holyoke, Colo., a town of about 2,500 residents seven miles from Nebraska, Streeb's high school class consisted of 36 students. His skills at persuasion served him well there, as he was elected senior class president and also served as his class vice president for two years. He is proud that he comes from a military family. "Both my mother, Anne Bodner, and adopted father, Mike Bodner, served in the U.S. Air Force; as did my birth father, Andrew Streeb. My two brothers were in the Air Force and one was deployed in Op-

*continued on page 25*



## Federal-Mogul Sponsors Design, Engineering and Commerce Innovation Competition

Forty undergraduate students majoring in design, engineering and commerce disciplines competed this spring in the first Federal-Mogul Innovation Competition, which fully incorporates the interdisciplinary approach of the curricular structure of the new College of Design, Engineering and Commerce.

For the competition, students were split into teams of eight and were presented with a real-world Federal-Mogul product challenge of component protection in the automotive market. The teams were given specific customer requirements and were asked to develop a viable product solution that is both innovative and commercially viable.

The winning team — which was awarded a cash prize by Federal-Mogul — was composed of students from business, engineering and design majors. The team's concept, Reflexo Coil, is a self-locating component protector for automotive cables, wires and tubes.

With deep experience of the market, Federal-Mogul Corporation was able to provide helpful feedback and advice to students working on the project. The teams were judged on projected product performance, design aesthetics, novelty, commercial viability, and final presentation materials and delivery.

"Having the chance to work with a global corporation like Federal Mogul was truly an amazing opportunity," said Vanessa Stella '11, one of the competition winners. "I now have a better understanding of how things work in the corporate world and just how important it is to have the skills and ability to work across disciplines."

Janice Maiden '81, vice president and business director of the Federal-Mogul Systems Protection, initiated the competition and spoke at the awards ceremony on April 21. "This is an incredible, intangible opportunity for open innovation," she said. "The students exceeded my expectations."





# Q&A with Autism Researcher Beth French '08

Since graduating from Philadelphia University with a degree in biology, Beth French received a master’s degree from Thomas Jefferson University and is now a research associate at the Johns Hopkins Hospital. Currently, researchers are still uncertain what causes autism. French is working with a team of researchers on a project to determine if there is a substance produced by a pregnant mother that would cause her child to be autistic.

## How did you become a member of the research team at Johns Hopkins?

I was finishing up my master’s degree at Thomas Jefferson University and I knew that I would lose my student research job when I graduated, so I started applying for jobs. The autism research at Johns Hopkins University seemed very interesting, so I applied for the job. After several interviews, I was offered the position. I made my thesis presentation for my master’s degree on a Friday and that following Monday I started my new job at Johns Hopkins.

## How does it feel to be working on such an important research project?

Every time we discover something new in our research, either small or large, it is an amazing feeling. I just know that the research I am doing now could possibly lead to a cure for a disease that so many people suffer from, and that is very rewarding.

## What is the most rewarding part of conducting research on autism?

I see children all the time with autism — either in the Johns Hopkins clinics, through people I know or people on the street. When I see those kids, I just think to myself, “I am helping them in a way that could be life changing.” It’s an amazing feeling. Just the other day my dad was talking to a gentleman he works with who has two children with autism. He was so interested in

knowing what I was doing, and he was very thankful. That makes all of the research worth it.

## How will this research project advance the identification of the cause of autism?

My boss, Dr. Harvey Singer, has pinpointed the idea that autism is caused by something that happens in the womb. Once the experiments we are conducting are finished, we may have proven this fact and also may discover what is produced by a mother that causes her child to become autistic. This could lead to the discovery of a vaccine and a cure for autism. At least that is our goal.

## How did your experience at PhilaU prepare you to become a medical researcher?

In my opinion, the best part about PhilaU is that it is a small school. All of my professors knew my name and knew me personally. One way or another, they all guided me down the path that I am on now — either by cultivating my interest in microbiology or by showing me how interesting medical research is.

## What’s the most influential lesson you learned at PhilaU?

The most influential lesson that I learned at PhilaU was to put my all into everything that I do. After you think that you have done just enough, push a little bit harder and it will help you get as far as you want to go.

## What other research projects have you completed since you graduated from PhilaU?

I worked on a project that Dr. Diana Cundell, associate professor of biology, was working on when I was a senior at PhilaU, which involved identifying the microbes that would and would not grow when coming in contact with certain fabrics. From there, I got a job at a lab at Thomas Jefferson University, which is where I got a master’s degree in microbiology. I was working in a lab that focused primarily on Hepatitis B virus. We were trying to pinpoint a way to make a simpler vaccine — instead of the current three-shot vaccine — that could be more easily accessible in third world countries.

## What activities were you involved in at PhilaU?

I was involved in the Science in Action group throughout most of my college career and I was also a big part of the Asclepius Society. I was the president my junior and senior year. I still come back every year for the D. Walter Cohen Asclepius Career Day.

## What do you remember most from college?

I remember most of my lab portion of classes quite fondly. Being such a small school, I knew pretty much everyone in my class and the years before and after me. We developed great relationships, which made labs so much fun. The other portion of college that, to this day, I will always say was my favorite was being a Chemistry I and II lab teaching assistant for three years. It was the part of my week that I looked forward to the most. I was able to get to know all of the new freshmen every year and really establish great relationships through that experience.

## Did you have a professor who inspired you to pursue a career in this field?

The biggest influence when it came to a professor would probably be Dr. Cundell. She was my microbiology and immunology professor and she made both of these subjects the most interesting to me, which led me to pursue these as a degree and field of research. Secondly, for most of college she was my advisor in every way. She helped me figure out the profession that I wanted to pursue and she continues to keep in contact with me since I graduated.

## What advice would you give students aspiring to work in the medical profession?

I would tell them to think extremely hard about what they want to do after graduating. Don’t just follow the path you think you are supposed to be on. Don’t worry about what other people will think; do what you want to do. Determine your own future and then push as hard as you can to get there.

## What are your passions? Favorite hobbies? Greatest indulgences?

I am an avid reader. I would say I read about a book a week. I also really enjoy traveling. I have been to all of the states on the East Coast and I am slowly working on visiting the rest. I have been to a couple of other countries. I have a list of all of the cities in the United States and in other countries that I want to visit. I hope to complete that list someday.

## What’s next for you?

Next for me would be back to school. I am going to start applying to doctorate schools this summer to get a Ph.D. in microbiology/immunology. I would like to keep researching, but focus on teaching in a college setting.

## KENNETH P. KATES ’76

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executive in this complex industry,” Kates acknowledged. “Managing challenges makes every day different. But if I do my job well, we improve the lives of our patients and their families.”

Kates went on to earn an MBA in Health Administration from Temple University, where he also worked in progressively responsible administrative positions. He also served as executive vice president and CEO and interim president of the University of Chicago Hospitals and Health System, worked as a senior health care consultant and taught at Loyola University in Chicago prior to joining UIHC.

“I’ve been back to the PhilaU campus for a visit and was very impressed with all that is happening here,” he stated. “The campus has changed considerably and the energy level is high. As an innovator in education, I think Philadelphia University will continue to reach new horizons.”

## DR. VIDYA NANDIKOLLA

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the possibility of worsening the ulcer,” she said. “This approach is still being researched.”

Today, Nandikolla is on a mission to bring more women into the field of engineering. To accomplish this, she is an active member of the Society of Women Engineers. “I want to expose girls and young women to all that engineering offers as a career,” she reaffirmed. “In our program, we have female students interested in becoming everything from astronauts to tissue engineers to sustainable engineers leading to rewarding professions and lives.”

Nandikolla is excited about the collaborative opportunities to “connect everything together” in the new College of Design, Engineering and Commerce.

“Designers understand usability and find opportunities; engineers understand scientific impact and develop new technologies; and business people understand the importance of value creation that is economically sustainable,” Nandikolla acknowledged. “In the end, it is all about the customer’s needs. For those with an engineering degree, the sky’s the limit.”

## ZACHERY STREEB ’12

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eration Iraqi Freedom.”

Many of Streeb’s friends call him an “extreme patriot” he said. “I am told I pull out my ‘America’ card every chance I get because I love everything about this country,” he said with conviction. “I bring a Midwestern perspective to the table that includes being a second amendment advocate,” Streeb said.

He follows current issues in the law closely, including the debate over legislation proposed in several western states that would allow guns on college campuses for those who are properly trained and who register their firearms with the appropriate authorities.

Active in the Law and Society Club, Streeb is involved with fundraising and mentoring, and he writes for the law and society program’s new publication entitled “The Voice.” His sights are set on law school and a career as an attorney with the ACLU. “I want to fight for the rights of the individual,” he said. “This country’s greatest legacy is the Bill of Rights.”



## PhilaU Around the World

*Philadelphia University's alumni, faculty and students are international researchers, practitioners and humanitarians, and their impact has been felt around the world. These are just a few stories that demonstrate Philadelphia University's global impact.*

# SUSTAINABLE DESIGN IN THE CZECH REPUBLIC

Just a few kilometers from the Czech Republic border town of Slavonice, the remains of the once vaunted Iron Curtain have given way to The Green Belt, one of the most biologically diverse pathways in Europe. Where anti-tank fences and bunkers lie in disrepair, small border towns are investing in growing their future.

Four PhilaU students in the M.S. in Sustainable Design program traveled to this diverse landscape in March as part of a collaborative learning opportunity led by Morna Livingston, associate professor of architecture, and University of Pennsylvania landscape architecture professors Laurie Olin and Hallie Boyce.

Working in teams with landscape architecture students from Penn and the Czech Technical Institute, the PhilaU students were challenged to design sustainable projects for the Slavonice town government.

Situated in southern Bohemia, Slavonice has a rich artistic tradition, but the town has struggled to find a stable source of income. The student projects needed to take into account the area's unique cultural landscape while also working on a functional level for the town's permanent residents.

"You can't lay anything on the town just because it looks pretty," Livingston said. "When you go home

and it gets cold, they still have to eat."

Students' projects focused on a range of topics from forestry to arts, tourism and agriculture. "The work was intensive, but it really paid off," Fatima Balkis Hassane M'11 said. Her team began work in the design studio each morning at 7 a.m. and finished as late as 3 a.m.

All of the projects were presented to the mayor of Slavonice after their completion, and Hassane said they were given serious consideration. "They said they might act on a few of our ideas."

Sharon Jaffe M'11, whose group proposed repurposing a former communist farm into a sustainable wood-processing center, said that the projects had additional value. "We were able to illustrate the different directions and types of things that could be done," Jaffe said. "It helped broaden their thinking and put a focus on sustainable design."



## GLOBAL INDUSTRIAL DESIGN COLLABORATION

In November 2010, visitors to Philadelphia University could have seen students from schools separated by eight time zones collaborating on a global design challenge.

As part of the "mbrela" project, students from PhilaU, Lincoln University in England and San Jose State University designed products around the theme of "play." The results, developed through months of collaboration, were featured at two of the most prestigious design fairs in the United States and Europe.

Design majors from each school contributed their own expertise. One team created an inflatable floor lamp that turns on when given a hug. Another team created a children's rug for a play room that expands into a tent when kids crawl inside.

The students worked together primarily through virtual means, but also met in person twice to continue their work in "brick and mortar" fashion. PhilaU hosted the first face-to-face meeting in the fall and the students later traveled to California for a second meeting.

"In tours and discussions with some of the best design firms on the West Coast, we learned how teams work in the real world, and how design can make a product succeed or fail," said Tod Corlett, associate professor of industrial design.

All of the products were built in various locations and then shipped to Milan, Italy, where they were assembled and displayed in the SaloneSatellite design fair in April — one of the most prestigious and largest exhibition venues in Europe.

The products were then shipped back to the United States for a second tour, this time to be displayed at the International Contemporary Furniture Fair in New York — a venue that boasts over 500 exhibits and 145,000 square feet of display space.

"It doesn't get more real than this. The international collaborators and shows let the students into the design and business world right now, so they'll already know it from the inside when they start working as professionals," Corlett said.

# HOPE FOR HONDURAS

Bill Dorgan '12 was just a few years older than Javier Bueso in 2006, when Bueso accidentally hurt himself playing soccer in his native country of Honduras and began to bleed. Bueso, a hemophiliac, was rushed to a hospital in the capital city of Tegucigalpa, but the hospital was out of the blood-clotting medicine that could save his life. He died before his 15th birthday.

Javier's story, reported by BBC News, was broadcast through the national media as a sign of a country-wide crisis. Hospitals in Honduras carried only 30 percent of the drugs that were needed to treat people. A state of emergency was declared.

Dorgan, now a health science major at PhilaU, first heard about the crisis facing Honduras in the fall of 2010. His friend had just completed a medical mission with the Global Medical Brigade organization, a non-profit founded by college students after Hurricane Mitch ravaged Honduras in 1998. Taking initiative, Dorgan began asking classmates if they would be interested in traveling to Honduras for a medical mission, and by Thanksgiving more than 20 students had expressed an interest.

Several months later, Dorgan, 18 PhilaU classmates and two faculty members — Jesse Coale and Amy Baker, assistant professors of physician assistant studies — traveled to the remote village of Manzaragua, Honduras, for a trip they would describe as "life altering."



Tucked high in the Honduras mountains, Manzaragua, with a population of 620, sits more than 4,500 feet above sea level, and well outside the reach of what many Americans would consider basic necessities for a comfortable standard of living.

The average family earns 2,500 lempiras, or about \$26.47 in U.S. currency, per month — pri-

marily through farming. Fresh water arrives to the community every other day in the summer, and is supposedly purified every four days, although locals are skeptical.

Before they left, the students applied for and received club status, and held a dodgeball tournament and a haircut day on campus to raise money for the trip. Lawrence Carey, PharmD, director of the physician assistant studies program, used his contacts with Philadelphia-area community pharmacies and hospitals to solicit medical donations. By the time the group headed to the airport for their trip in May, they had packed 21 large suitcases filled with medicine — about \$50,000 worth of pharmaceuticals.

"The first day we were treating patients, there was immediately a line of 60 or 70 people," Dorgan recalled. People in Manzaragua only have access to doctors once every one to three months. Coale and Baker served alongside two Honduran doctors as the medical experts, and students in the brigade took turns documenting symptoms in a triage tent. The clinic was held in the community's schoolhouse. "They closed school for three days for us," Dorgan said. "That's how rare and important medical care is to the people there."



The team was able to treat 630 people — 10 more than the entire population of Manzaragua, possible because so many people from surrounding communities travel to the mobile medical clinic whenever it is in full operation.

"I really gained a sense of purpose from this trip, and I know how I want to make a difference now, and in the future, with my knowledge and skills as a PA," said student Tegan Halberg '13, who was elected to succeed Doran as president of the Global Medical Brigades student group next year. She is already planning the next mission.







## Eileen Martinson and Fran Shammo Join Board of Trustees

Philadelphia University recently welcomed Eileen Martinson '86 (top) and Fran Shammo '83 (middle) to the Board of Trustees. Martinson is chief executive officer of Sparta Systems, the leading provider of enterprise quality management software. Previously, she served as chief operating officer of Allscripts™ and was responsible for more than 4,000 employees and over \$1 billion in revenue for Allscripts, one of the nation's largest providers of health care information technology, including software, services, information and connectivity solutions.

Previously, Martinson was executive vice president of global sales and services for Misys plc, a global applications software and services company, where she was responsible for directing all customer activities and managing more than 2,500 people. She has also served as senior vice president for North America consulting at Oracle; senior vice president for global services at Siebel; senior vice president of research at Gartner; and executive vice president at SAP America, where she helped grow revenues from \$100 million to more than \$1 billion.

Shammo, executive vice president and chief financial officer for Verizon Communications, is responsible for the company's finance and strategic planning operations. Previously, he was president and chief executive officer of Verizon Telecom and Business, responsible for sales, marketing and customer service excellence for the company's consumer, small-business, enterprise and wholesale customers worldwide. The unit provides broadband, communications and entertainment services over its state-of-the-art, all-fiber FiOS network and delivers professional services and advanced IT, security, communications and networking solutions globally for enterprise customers.

Previously, Shammo was president of Verizon Business and, prior to that appointment, he served as senior vice president and chief financial officer for Verizon Business. He was vice president and controller at the time of Verizon Wireless' launch, and was responsible for formulating and implementing its financial processes, as well as leading Sarbanes-Oxley compliance and reporting requirements.



## Sue Lehrman, Ph.D., Named Dean of the School of Business Administration

Philadelphia University welcomes Sue Lehrman, Ph.D., dean of the School of Business Administration in the College of Design, Engineering and Commerce, who joined the University in May. Lehrman previously served as the dean of the School of Business at Providence College in Rhode Island. In that role, she oversaw the AACSB accreditation process at Providence College.

She also previously served as the founding president and dean of faculty at Union Graduate School in Schenectady, N.Y., where she developed three new degree programs, including a joint master of science in bioethics program with Mount Sinai School of Medicine.

"Dr. Lehrman's background is exceptionally well-suited to advancing active, collaborative and transdisciplinary learning," said Provost Randy Swearer, Ph.D. "With a focus on entrepreneurship and innovation strategies, Dr. Lehrman has a proven record of implementing design thinking to achieve real-world solutions in higher education environments. We are delighted to welcome her to Philadelphia University."

Lehrman is a graduate of Oregon State University, and holds both doctorate and master's degrees of public health from the University of California at Berkeley's Program in Health Services Administration and Policy Analysis. After graduation, Lehrman worked for 10 years with what is now Ascension Health, the largest not-for-profit health system in the United States.

Lehrman succeeds Harvey Lermack, who served as interim dean since January 2010. His strong leadership allowed the School of Business Administration to make significant progress in areas that were crucial to the future of the school, such as curriculum development and AACSB accreditation. Lermack has returned to his position as a member of the faculty.



# HOUSING HAITI'S HOMELESS

When an earthquake struck just west of Port-au-Prince, Haiti, on Jan. 12, 2010, the devastation displaced somewhere between 1.5 to 2 million people and killed thousands of Haitians. Charity organizations around the country dedicated their efforts to providing emergency food and medical supplies and shelters for the area's many homeless.

During the spring semester, 15 fifth-year architecture students working on their capstone project banded together to design a transitional shelter that could be quickly and cheaply constructed to meet the needs of the affected people in Haiti. A full-scale model of the shelter was built by the students and stood on the Ravenhill Campus.

Architecture faculty members Bob Busser and Ivano D'Angella co-taught the course, which was designed to give students a real-world problem to tackle together.

Busser conceived of the idea of building a shelter for Haiti after a trip to the country following the earthquake. He worked in Haiti for 10 weeks with Habitat for Humanity, helping to construct temporary dwelling places for those who lost their homes in the earthquake. Those working in the country were limited by time and resources, as well as the need to be able to build many structures in a small space.

Busser and D'Angella presented their students with the same challenges and limitations, and organized a charette — an intensive, collaborative de-

sign process over a short period of time — for the students to create potential shelter designs. Students then selected the best model to construct as a demonstration on campus.

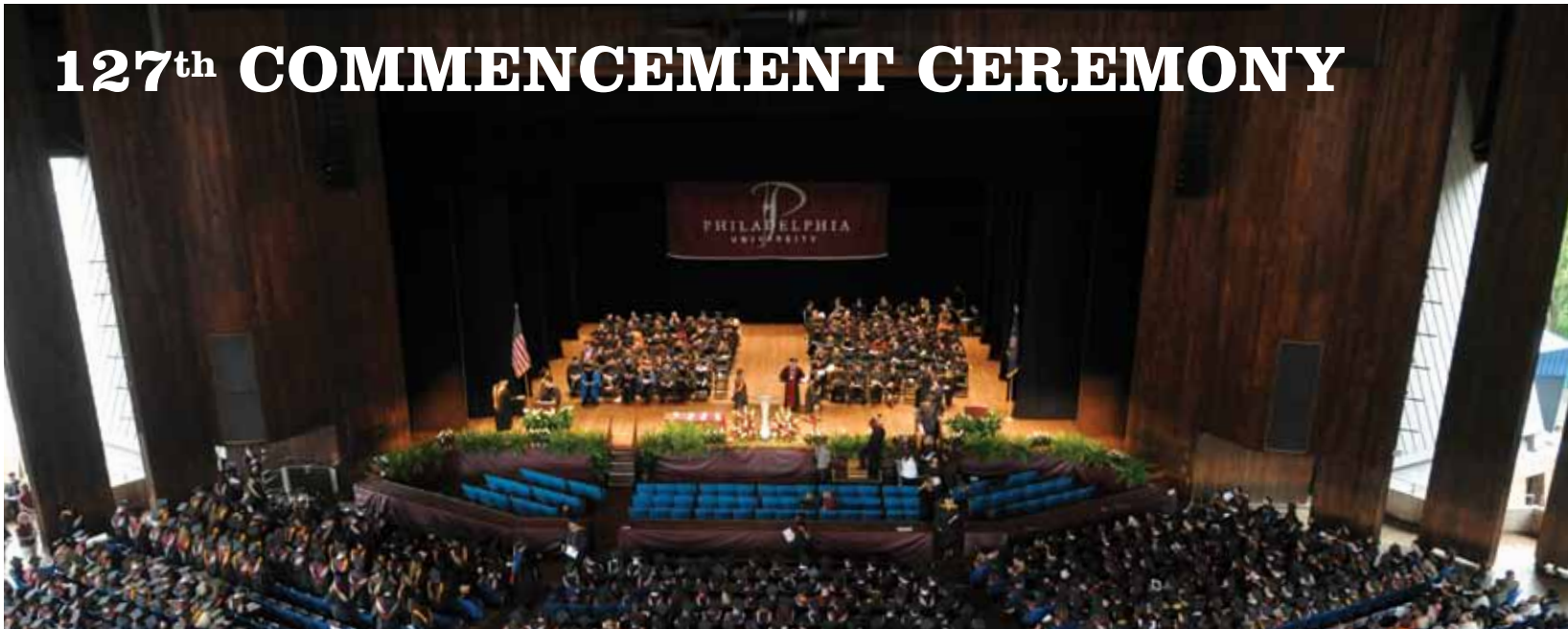
The winning design — created by Kaitlyn Korber '11 — was constructed during the semester using limited materials, mostly woven bamboo, mesh, concrete and sand foundations poured into five-gallon buckets and some metal studs.

Even the materials themselves tell the story of the earthquake. "When humanitarian aid organizations came to Haiti after the quake, they brought supplies in literally over 22,000 five-gallon buckets," Busser said. "The people didn't know what to do with all of the leftover buckets, so we were able to fill them with concrete to use as foundations for shelters."

Korber's design, which Busser said he thought was better than the structures actually built in Haiti, includes a wall slanted outward at 15 degrees to create more space despite a small square footage requirement — about 175 square feet for a family of five. The outwardly slanted wall allows for easier access to bunk beds within as well as improves access to natural lighting and ventilation. The students also spent the first six weeks of the course learning about how people live in Haiti, and used that knowledge to inform their designs.



# 127<sup>th</sup> COMMENCEMENT CEREMONY



Graduates walked across the stage at The Mann Center for the Performing Arts May 15 in front of a cheering crowd of family, friends, faculty and staff during the 127th Commencement ceremony.

Steven G. Blank, Stanford professor and serial entrepreneur, gave the Commencement address and received the honorary degree Doctor of Humane Letters. Blank urged the graduates to find their own paths upon leaving Philadelphia University, working hard at what they love and seeking out new experiences.

Tomio Taki, managing member of Takihyo, LLC,

received the honorary degree Doctor of Humane Letters, which was conferred at a ceremony on campus April 29.

Michael J. Leonard, associate professor of industrial design, received the President's Award for Teaching Excellence. Valerie Hanson, Ph.D., assistant professor of writing, received the Lindback Distinguished Teaching Award.

Margaret Maclay '83, chair of the University's Greater New York City Alumni Network, welcomed the newest class to the alumni community.

**A.** Erin N. Buck, a graduate of the School of Business Administration with a degree in accounting, was honored as the Class of 2011 valedictorian.

**B.** Michael Johnson '11, a graduate of the accelerated behavioral health and science program, addressed the graduates as the student Commencement speaker.

**C.** President Spinelli challenged the graduating students to live meaningful, purpose-driven lives. "I urge you to explore the depth of your beliefs and understandings," he said. "Start today by asking the question, 'What are the truths by which I will lead my life?'"



## PHILAU honors and awards

### A. FASHION DESIGNERS WIN RED DRESS COMPETITION

Three fashion design students won awards at the 2011 Red Dress Design Competition sponsored by the American Heart Association's Go Red for Women campaign. Christina Brzozowski '11 won first place for her design. Caitlin Quirk '11 won the second-place and popular-choice awards, and Kim DiPrete '11 took the third-place prize. The winning dresses were displayed at a luncheon on May 20 and in the Center City Philadelphia Macy's window from May 23 to 27.

### B. TEXTILE DESIGN STUDENTS WIN VIRGINIA JACKSON CONTEST

Mary Armacost M'11, Katherine Labate '11 and Elizabeth Weissert M'11 won awards at the annual Virginia Jackson Design Competition, with one student representing PhilaU in each of the three categories. Armacost won first place in the dooby category, Labate won honorable mention for third place in the jacquard category and Weissert won honorable mention for third place in the print category. The winning designs were displayed in the semiannual Showtimes Fabric Show in High Point, N.C., in June.

### INTERIOR DESIGN STUDENT WINS ASID PORTFOLIO AWARD

Sarah Murphy '11 took first place in the American Society of Interior Designers (ASID) Career Day Competition, winning \$1,000 for having the top-rated portfolio as judged by industry professionals and educators. Several other PhilaU students participated in the contest, also receiving praise from the judges during the April 15 competition in Philadelphia, who said that the portfolios of Philadelphia University students were stronger and more comprehensive than others.

### C. KAITLYN DOHERTY WINS GLOBAL HANDBAG DESIGN CONTEST

Fashion design graduate Kaitlyn Doherty '11 won first place for "Best Student Made Handbag Inspired by the Colors of VitaminWater," for her design. For winning the category, she will be collaborating with VitaminWater to create a limited edition tote. The bag will also be featured in the September 2011 issue of *InStyle* magazine. The contest drew over 1,200 applicants from around the world, narrowed to 40 finalists for the awards ceremony in New York June 15.

### D. GRAPHIC DESIGNERS WIN TOP AWARDS IN AIGA COMPETITION

Graphic design communication students represented the program well at the 2011 Student Design Competition, "BYOB" (Bring Your Own Bag) Nutrition Campaign sponsored by AIGA Philadelphia, the professional association for design. Students were asked to create a design for a reusable canvas bag that speaks out about an important cause related to the theme of nutrition. From a field of 300 entries from 12 schools, PhilaU students received six out of the 13 awards, including three of the four Judge's Choice awards.

### LANDSCAPE ARCHITECTURE SENIOR RECEIVES PRESTIGIOUS INDUSTRY AWARD

Rob Brady '11 was named a 2011 Landscape Architecture Foundation's Olmsted Scholar this spring. Brady's work at PhilaU has centered on using landscape architecture to promote community togetherness. His capstone project focused on unique ways to use landscape architecture to serve an underprivileged Native American community in South Dakota. The scholars program recognizes students with "exceptional leadership potential who are using ideas, influence, communication, service and leadership to advance sustainable design and foster human and societal benefits."

### TEXTILE DESIGN STUDENT SELECTED AS OUTSTANDING STUDENT OF THE YEAR

Nicole Dowds '11 was selected as this year's recipient of the American Association of Textile Chemists and Colorists' (AATCC) outstanding student award. Dowds was chosen because of her academic performance and excellence exhibited in the courses most closely related to the activities of AATCC, including dyeing and finishing and textile materials, among others.

Her achievement was published in the AATCC Review and on the AATCC website.

(con't on p. 33)





# COLLEGE DEGREES ARE OUTDATED FOR TODAY'S UNCERTAIN WORK ENVIRONMENT

By Steve Blank

There are 4,633 accredited, degree-granting colleges and universities in the United States. In early February I had dinner with President Spinelli. The university's administration and faculty are working hard to reinvent Philadelphia University into a model for 21st century professional education.

## THE SILO CAREER TRACK

One of the problems in business today is that college graduates trained in a single professional discipline (i.e., design, engineering or business) end up graduating as domain experts but with little experience working across multiple disciplines.

In the business world of the 20th century it was assumed that, upon graduation, students would get jobs and focus the first years of their professional careers working on specific tasks related to their college degree specialty. It wasn't until the middle of their careers that they found themselves having to work across disciplines (engineers working with designers and product managers, and vice versa) to collaborate and manage multiple groups outside their trained expertise.

This type of education made sense in design, engineering and business professions when graduates could be assured that the businesses they were joining offered stable careers that gave them a decade to gain cross-discipline expertise.

## 20TH-CENTURY, PROFESSIONAL EDUCATION

Today, college graduates with a traditional 20th-century college and university curriculum start with a broad foundation but very quickly narrow into a set of specific electives focused on a narrow domain expertise.

Interdisciplinary and collaborative courses are offered as electives but don't really close the gaps between design, engineering and business.

## INTERDISCIPLINARY EDUCATION IN A VOLATILE, COMPLEX AND AMBIGUOUS WORLD

The business world is now a different place. Graduating students today are entering a world with little certainty or security. Many will get jobs that did not exist when they started college. Many more will find their jobs obsolete or shipped overseas by the middle of their careers.

This means that students need skills that allow them to be agile, resilient and cross functional. They need to view their careers knowing that new fields may emerge and others might disappear. Today, most college curricula are simply unaligned with modern business needs.

Over a decade ago many research universities and colleges recognized this problem and embarked on interdisciplinary education to break down the traditional barriers between departments and specialties. (At Stanford, the D-School offers graduate students in engineering, medicine, business, humanities and education an interdisciplinary way to learn design thinking and work together to solve big problems.) This isn't as easy as it sounds as some of the traditional disciplines date back centuries (with tenure, hierarchy and tradition just as old).

## PHILADELPHIA UNIVERSITY INTEGRATES DESIGN, ENGINEERING AND COMMERCE

At dinner with President Spinelli, I heard about how Philadelphia University was tackling this problem in *undergraduate education*. The University, with 2,600 undergrads and 800 graduate

*"Education is what remains after one has forgotten everything he learned in school."*

- Attributed to Albert Einstein, Mark Twain and B.F. Skinner

students, started out in 1884 as the center of formal education for America's textile workers and managers. The 21st-century version of the school just announced its new PhilaU MAG Composite Institute for industrial applications.

(Full disclosure, President Spinelli was one of my mentors in learning how to teach entrepreneurship. At Babson College, he was chair of the entrepreneurship department and built the school into one of the most innovative entrepreneurial programs in the United States.)

Philadelphia University's new College of Design, Engineering and Commerce will roll out this fall. It starts with a core set of classes that all students take together: systems thinking, user-centric design, business models and team dynamics. These classes start the students thinking early about customers, value, consumer insights, and then move to systems thinking with an emphasis on financial, social and political sustainability. They also get a healthy dose of liberal arts education and then move on to foundation classes in their specific discipline. But soon after that, Philadelphia University's students move into real world projects outside the university. The entire curriculum has heavy emphasis on experiential learning and interdisciplinary teams.

The intent of the College is not just teaching students to collaborate, it also teaches them about agility and adaptation. While students will graduate with skills that allow them to join a company already knowing how to coordinate with other functions, they will also carry with them the knowledge of how to adapt to new fields that emerge long after they graduate.

This type of curriculum integration is possible at Philadelphia University because they have: 1) a diverse set of 18 majors, 2) three areas of focus: design, engineering and business; and 3) a

manageable scale (about 2,600 students).

I think this university may be pioneering one of the new models of undergraduate professional education. One designed to educate students adept at multidisciplinary problem solving, innovation and agility.

College and business will never be the same.

## LESSONS LEARNED:

- Most colleges and universities are still teaching in narrow silos
- It's *hard* to reconfigure academic programs
- It's *necessary* to reconfigure professional programs to match the workplace
- Innovation needs to be applied to *how* we teach innovation

## ABOUT STEVE BLANK:

Steve Blank is a retired serial entrepreneur, an educator and startup thought leader. He created the Customer Development process, a rigorous methodology that optimizes a startup's chances for success. His book, *The Four Steps to the Epiphany*, details the process, and together with his widely read blog, [steveblank.com](http://steveblank.com), guides and inspires thousands of entrepreneurs. He is a professor at the University of California-Berkeley, Stanford University and the Columbia University/UC Berkeley Joint MBA program, and he is also at the vanguard of an exciting shift in how entrepreneurship is being taught. Blank's career in entrepreneurship spans 21 years and eight companies, the last of which was founded in 1996. This article by Blank appeared on the *Business Insider* website. Blank was the 2011 Commencement speaker and received an Honorary Doctor of Humane Letters.

(PhilaU Honors and Awards con't)

## FASHION STUDENTS RECEIVE YMA FASHION SCHOLARSHIP FUND AWARDS

Four PhilaU fashion students — two in fashion design and two in fashion industry management — have received scholarship awards from the prestigious YMA Fashion Scholarship Fund. Fashion design student Anfisa Sokolova '11 received \$10,000 as a finalist in the YMA's Geoffrey Beene National Scholarship Award competition. In addition, fashion design student Natalie Simmons '12 and fashion industry management students Lauren Nelson '11 and Terniqua Osborne '11 each received \$5,000 from the YMA Fashion Scholarship Fund. The students were recognized at the annual awards ceremony Jan. 11 in New York, which was attended by fashion industry leaders, college and university officials and members of the fashion press.

## E. INTERIOR DESIGN SENIORS SWEEP TOP AWARDS AT INDUSTRY ASSOCIATION COMPETITION

Renee Horst '11, Megan Riley '11 and Julia Porter '11 swept the top three prizes at the International Interior Design Association (IIDA) Pennsylvania/New Jersey/Delaware Chapter's Annual Design Competition in February. Horst (pictured) received \$500 for her first-place design of a Sustainable Credit Union. She took into consideration her client's philosophy of environmental responsibility, including the following sustainable design elements: use of indoor-air quality controls, a gray-water recycling system and LEED-certified finishes and furnishings.





# An Evening of INNOVATION

Philadelphia University celebrated outstanding leaders of innovation at the 2011 *Evening of Innovation* on April 30. Honorees José Maria Alapont, Mo Meidar '70, H'09, Dorothy Roberts and Tomio Taki H'11 each received a 2011 Leader of Innovation Medal in a special presentation at the Spirit of Innovation Gala, which took place at the Hyatt at The Bellevue in Philadelphia following the Annual Fashion Show.

*An Evening of Innovation* sponsors included presenting sponsor, Phillips-Van Heusen Corporation; innovation sponsor, MAG IAS; Federal Mogul Corporation; Takiho LLC; The Echo Design Group; Unifi Inc.; Verizon Foundation; TD Bank; Charming Shoppes Inc.; Fox Rothschild LLP; Independence Blue Cross; INTECH Construction; Iron Stone Strategic Capital Partners; Macy's Inc.; and Parkhurst Dining Services.

Senator Arlen Specter, Phillips-Van Heusen President and COO Allen Sirkin '64, H'10 and TV Personality Carson Kressley were among the guests in attendance. One of the evening's highlights was a showcase of student and faculty research and collaborative projects focused on innovation.



(left to right) José Maria Alapont, Mo Meidar '70, H'09, Dorothy Roberts and Tomio Taki H'11 received the Leader of Innovation Medal during a special presentation during the Spirit of Innovation Gala.



Senator Arlen Specter (pictured left with Mo Meidar) and his wife Joan were among the special guest in attendance.



## Fashion Show

### *The Visionaires*

Scores of innovative student designs were modeled on the runway at the 2011 Fashion Show before 2,300 audience members at the Academy of Music. Part of *An Evening of Innovation*, the Fashion Show is the largest event of its kind in the region. It is the culmination of years of study and hands-on experience for PhilaU fashion design students.

Tommy Hilfiger received the 2011 Spirit of Design award. TV personality Carson Kressley presented the award to Allen Sirkin '64, H'10, president and COO of Phillips-Van Heusen Corporation, the parent company of the Tommy Hilfiger brand, who accepted the award on Hilfiger's behalf.

The show was produced by the Fashion Industries Association, which includes students in fashion design, fashion merchandising and fashion industry management, under the direction of Andrew Van Sant '11. This year's set was designed by interior design student Grant Christofely '11. Graphic designs were developed by Nate Myers '11.



Carson Kressley of Bravo's hit TV show "Queer Eye for the Straight Guy" and "Carson Nation" on the OWN network presented the 2011 Spirit of Design Award at the Fashion Show.



Designs by Alison Lehman '11, who won the N.A.M.S.B. Foundation Award, Inc. Joseph Klein Award for Excellence in Menswear Design



Designs by Ursula Wydrzynski '11, who won the Neiman Marcus Award for Most Saleable Collection



Jolene Cassell '11 (right) won the FIA award for Best Senior Collection for her innovative designs.



Kaitlyn Doherty '11 (right) won the Young Spirit Award for Excellence in Childrenswear.



The red dress designed by Anfisa Sokolva '11 (center) won the FIA Best of Show Award.



# FACULTY accomplishments

## Philadelphia University faculty members are recognized nationally and internationally for continually advancing applied research and developing innovative ideas and groundbreaking solutions.

**PUBLICATIONS**  
**Jeffrey Ashley, Chemistry**  
“Historical contamination of the Anacostia River, Washington, D.C.,” co-authored with Velinsky, D.; Riedel, GF; and Cornwell, JC. *Environmental Monitoring and Assessment*. March 15, 2011. E-publication.

**Marie-Eve Faust, Fashion Merchandising and Sue Christoffersen, Economics**  
“Innovative product development with Immersion.” Conference proceeding. Northeast Decision Science Institute. April 2011.



**Marcella McCoy Deh, Honors**  
“A Place for Diversity: Experiential Projects in Honors Curricula.” NCHC Monograph Series: *Setting the Table for Diversity*. National Collegiate Honors Council. 2010.

**John Giduck**  
**Disaster Medicine and Management**  
Shooter Down! The Dramatic, Untold Story of the Police Response to the Virginia Tech Massacre, co-authored with Joseph M. Bail. Archangel Group, Ltd. 2011.

**Valarie Hanson, Writing**  
“Envisioning Ethical Nanotechnology: The Rhetorical Role of Visions in Postponing Societal and Ethical Implications Research.” *Science As Culture*. 2011. pp. 1-36. March 2011.

**Vidya Nandikolla, Engineering**  
“Adaptive Multi Airbag Shoe Insert for Diabetic Foot Care” conference proceedings publication and presentation, American Society of Mechanical Engineers Early Career Technical Conference,

Georgia Institute of Technology, Atlanta. Oct. 1-2, 2010.

“Flowchart Visual Programming in Mechatronics Course,” conference proceedings publication and presentation, American Society of Mechanical Engineers Early Career Technical Conference, Georgia Institute of Technology, Atlanta. Oct. 1-2, 2010.

**Maureen Roberts, Design**  
“One University in the Eastern United States Helped Make Its Campus Community Aware of Clothing Adapted for Persons with Special Needs.” Newsletter of Design For All Institute of India, 6.2, pp. 68-76. Feb. 2011.



**Cathy Rusinko, Management**  
“Integrating Sustainability in Management and Business Education: A Matrix Approach.” *Academy of Management Learning & Education*. Sept. 3, 2010.

**CONFERENCES**  
**Jeffrey Ashley, Chemistry**  
“Mercury in Market-Bought Seafood.” Paper presentation, co-authored with Amin, S.; Granato, S.; Kim, S.; Heron, S.; Kiri, P.; and Unger, V. The Annual Sigma Xi Undergraduate Research Symposium. St. Joseph’s University, Philadelphia. April 8, 2011.

“Quantifying Environmental Pollutants in Children’s Supplements Supplemented with Omega-3 Fatty Acids.” Paper presentation, co-authored with Anderson, C.; Ward, J.; Schafer, M.; Zaoudeh, L.; and Velinsky, D. The Annual Sigma Xi Undergraduate Research Symposium. St. Joseph’s University, Philadelphia. April 8, 2011.



**Lauren Baumbach and Lisa Phillips**  
**Interior Design**  
“Creating Community — The Integration of Meaningful Service Projects in the Studio Setting.” Paper presentation. Interior Design Educators Council (IDEC) 2011 Annual Conference: “Design with Intelligence.” Denver. March 16-19.

**Janet Brady, Textile Technology**  
“Thermal Resistance Comparison Between Two Garment Designs Driven By Fabric Properties Using a Thermal Manikin.” Paper presentation, co-written by Niny Rao and Tim Rioux, Philadelphia University, and Carole Winterhalter, U.S. Army Natick Soldier Systems Center. American Association of Textile Chemists and Colorists International Convention & Exhibition. Charleston, S.C. March 23, 2011.

**Steven Dinero, Area Studies**  
“Negev Bedouin Identity/Identities Development in the Post-Nomadic Era.” Invited lecture. Negev’s Third International Conference on Drylands, Deserts and Desertification. Ben Gurion University, Sde Boqer, Israel. Nov. 11, 2010.

**Kimberlee Douglas and Claudia Phillips**  
**Landscape Architecture**  
“Sustainable Design Criteria: Determining the Social, Economic and Ecological Impacts a Design has on a Community.” Peer-reviewed presentation. 2011 Council of Educators in Landscape Architecture Conference. Los Angeles. March 30, 2011.

**Rosa Guedes, Environmental Science**  
“Soils From Pedon to Landscape: A Course at Philadelphia University.” Poster presentation. American Society of Agronomy, Crop Science

Society of America, and Soil Science Society of America’s 2010 International Annual Meetings, Long Beach, Calif. Oct. 31 to Nov. 3, 2010.

**Cynthia Haynes, Occupational Therapy**  
“Designing and constructing adapted clothing to meet the needs of children and their families.” Poster presentation with OT students. 2011 American Occupational Therapy Association (AOTA) National Conference and Expo, Philadelphia. April 13-17, 2011.

**Katherine Jones, Sociology**  
“Health and Human Rights of the Marginalized.” Chair and discussant. Eastern Sociological Society Meeting, Philadelphia. Feb. 25, 2011.

**Ellen Kolodner, Occupational Therapy**  
“Pennsylvania State Board of Occupational Therapy Education and Licensure Legislative Initiatives: 2011.” Juried Workshop. American Occupational Therapy Association Annual Conference, Philadelphia. April 14, 2011.

**David Kratzer, Architecture**  
“Dark Light.” Presentation. International Input-Output Architectural Educators Conference, Tyler School of Art at Temple University, Philadelphia. Oct. 8, 2010.

**Andrew McKevitt, History**  
“What Happened to the ‘Danger from Japan?’ Cold War Triumphalism and Globalization Amnesia.” Paper presentation. History, Memory, and U.S. Foreign Relations Conference. Clinton Institute for American Studies, University College Dublin. Dublin, Ireland. April 8-10, 2011.

**Natalie Nixon M’98**  
**Fashion Industry Management**  
“Fashion-Thinking: A Practical Guide to Acknowledging Fashion’s Diffusion and Influence on other Industries.” Paper presentation. 41st Annual National Popular Culture Association/American Culture Association Conference. April 23, 2011.

**Claudia Phillips, Landscape Architecture**  
“Landscape Architecture and Public Welfare: a Content Analysis.” Peer-reviewed presentation. 2011 Council of Educators in Landscape Architecture Conference, Los Angeles. March 30, 2011.

**Michael Rackover, Physician Assistant Studies**  
“Genetics/Genomics Competency Center (G2C2): Online Interprofessional Curriculum Mapping Tool for PA Educators.” Presented with Constance Goldgar. Physician Assistant Education Association Annual Education Forum, Baltimore. Oct. 22, 2010.

**Philip Russel, Finance**  
“An Empirical Examination of Volatility Spillover between the Indian and US Swap Markets.” Co-authored with D.K. Malhotra, V. Bhargava and M. Singh. Paper presentation. 18th Annual Global Finance Conference. Bangkok, Thailand. April 3-4, 2011.

Discussant for the paper, “Realized Spill-over effect Within-Between Stock and Foreign Exchange Markets” (Do, Brooks, and Treepongkarn). 18th Annual Global Finance Conference. Bangkok, Thailand. April 3-4, 2011.

**Rick Shain, History/Area Studies**  
“Musique sans Frontiers: l’Identite et l’Intertextualite dans la Musique Atlantique Populaires.” Anr -Globalmus, Ehess. Creation Musicale, Circulation et Marché d’Identités en Contexte Global: Pratiques et Statuts de la Creation Musicale. Paris, France. March 23-24, 2011.

**Les Sztandera, Computer Information Systems**  
“Classification Data Mining Using Fuzzy Logic.” Paper presentation. Co-authored with John F. Sanford. International Academy of Business and Public Administration Disciplines (IABPAD) Conference, New Orleans. Oct. 21-24, 2010.

**Meriel Tulante, Italian**  
Conducted panel “Reinventing Italian at Home and Abroad.” Presentation. “The Language of ‘Alta moda’ in Film: Italian Identity and Global Anxiety.” “From the Unity of Italians to the Unity of Italics: Languages of Italicity Around the World” Conference. Center for Italian Studies, University of Pennsylvania, Philadelphia. April 15-16, 2011

**EXHIBITIONS**  
**Anne Hand, Fashion Design**  
Work exhibited in the group show. “Material Matters” at the Minneapolis College of Art and Design. June 4-26, 2011.

## 2011 Faculty Awards Presented at Annual Reception

PhilaU honored faculty members for their hard work and commitment to academic excellence at the 2011 Faculty Reception in May. Michael J. Leonard, associate professor of industrial design, received the President’s Award for Excellence for his work in and out of the classroom, mentoring students and serving as a model educator.



“Mike is one of the most experienced industrial designers in the country, and judging by the success of his former students, he is one of the best educators as well,” said President Spinelli. “His positive, driven attitude makes him an extraordinary professor.”

A portrait of John Pierce, Ph.D., associate professor of psychology, was unveiled at the reception, which will be hung in the Paul J. Gutman Library. He received the 2010 President’s Award for Excellence.

The Lindback Distinguished Teaching Award was presented to Valerie Hanson, Ph.D., assistant professor of writing, acknowledging her outstanding service to the University and her students in the classroom.

*Philadelphia University also recognized these distinguished adjunct faculty:*

**Kestutis Lukas**  
*School of Architecture*

**Benjamin ‘Nick’ Freeman**  
*School of Business Administration*

**Robbin Durrie**  
*Continuing and Professional Studies*

**Michael Kase ’97**  
*School of Design and Engineering*

**Helen Heinz**  
*School of Liberal Arts*

**Crystal Smith**  
*School of Science and Health*



**EJ Herczyk, Textile Design**

“Elusive.” Group exhibition that explores the notion of color, pattern, and texture. Parlor Gallery, Asbury Park, N.J. March 12 to April 10, 2011.



“Art for Japan” Group Exhibition/Auction. “Art for Japan” is an exhibition organized to raise funds for the earthquake/tsunami victims in Japan. ISE Cultural Foundation, New York. March 29, 2011.

**AWARDS**



**Kenneth Jacobs, Architecture**

Recipient of a Grand Jury Award from the Preservation Alliance for Greater Philadelphia for rehabilitation of the Baptist Temple as the Temple University Performing Arts Center.

**David Kratzer, Architecture**

Recipient of a 2011 Grand Jury Preservation Achievement Award from the Preservation Alliance of Greater Philadelphia for historic renovation projects at the Norristown Farm Park.

**Andrew McKevitt, History**

Awarded the 2011 Stuart L. Bernath Scholarly Article Prize for “‘You Are Not Alone!’: Anime and the Globalizing of America” published in the November 2010 issue of *Diplomatic History*. The award is given by the Society for Historians of American Foreign Relations to the year’s best article on any aspect of U.S. foreign relations. Awarded on March 19, 2011, at the Organization of American Historians Annual Meeting in Houston.

**Michael Rackover, Physician Assistant Studies**

Recipient of the 2011 Sherry Stolberg PA Alumni Award from the Hahnemann University Hospital PA Program in recognition of contributions to the physician assistant profession and education.

**Les Sztandera, Computer Information Systems**

Won Research Award for “Classification Data Mining Using Fuzzy Logic,” co-authored with John F. Sanford. International Academy of Business and Public Administration Disciplines (IABPAD) Conference, New Orleans. Oct. 21-24, 2010.

**GRANTS**

**Steven Dinero, Area Studies**

Awarded \$14,950 for research study “Living on Thin Ice: A Study of Subsistence Activity in an Age of Climate Change and Development in the Alaskan Arctic” from the National Geographic Society/Waite Grants Program.

**Hitoshi Ujiie, Textile Design**

Acquired \$37,000 digital inkjet textile printer as an infinite loaner from Mutoh Industry for the Center for Excellence of Digital Inkjet Printing of Textiles.

**OTHER**

**Jeffrey Ashley, Chemistry**

“Contaminants of Concern in Fish Oil Supplements: Evaluating Exposure and Health Risks.” Invited speaker. “Lunch for Hungry Minds” Seminar Series. University City Science Center, Philadelphia. Feb. 2011.

**Lawrence Carey, Physician Assistant Studies**

“Diabetes Pharmacotherapeutics Update.” Presentation to the Pennsylvania Chapter of American College of Nurse Midwives. Feb. 24, 2011.

“GI Pharmacotherapeutics Update.” Presentation to the Pennsylvania Chapter of American College of Nurse Midwives. March 18, 2011.

**Sue Christoffersen, Economics**

“Hong Kong: Gateway to Opportunity.” Invited speaker. Title VI Lecture Series hosted by Community College of Philadelphia and funded by the U.S. Department of Education.

**Marie-Eve Faust, Fashion Merchandising**

Reviewer for a paper, “Investigating Women’s Plus-Size Body Measurements and Hip Shape Variation Based on SizeUSA Data.”

Reviewer for March 2011 issue of refereed journal *International Journal of Fashion Design, Technology and Education*.

**David Kratzer, Architecture**

Completed a planning study for the definition of the Visitation BVM Campus at Kensington and Lehigh avenues in Philadelphia. The work was completed for the Office of Community Development for the Archdiocese of Philadelphia and focused on the development of engaging, safe and secure community spaces within an economically challenged neighborhood.

**Natalie Nixon M’98**

**Fashion Industry Management**

“Testimony from a recent PhD graduate.” Short essay. Westminster Business School Research and Business Development Newsletter. Issue 4: March 2011.

**Rick Shain, History/Area Studies**

Chair of the Local Arrangements Committee for 55th African Studies Association Annual Meeting in Philadelphia. Nov. 2012.

**Barbara Smolen, Fine Art**

Restored two, 300-foot-long murals, memorials for murder victims, in Philadelphia. The murals were done for the “Families are Victims Too” organization, a community support group for families of murder victims in Southwest Philadelphia.



**Hitoshi Ujiie, Textile Design**

Invited to conduct lecture and workshop of Creating Textile Design and Digital Textile Printing, Maiwa Hand Print, Vancouver, Canada. Oct. 4-7 2010.

# NOMADS NO MORE

## Professor Analyzes Controversial Israeli Resettlement Plan in New Book

For centuries, conflict has dominated the relationship between the Jewish and Arab populations of Israel. Yet, one community, often left out of the conversation, has struggled for years to adjust to government pressures — the semi-nomadic Negev Bedouin.

A minority group of 160,000 people today, the Negev Bedouin have been struggling for rights to their ancestral land since the 1948 Arab-Israeli

War, when Israel became a state. Since then, Bedouins have been expelled or forcibly relocated, and the Israeli government has claimed the land as their own or refused to recognize villages.

Several attempts have been made to solve the conflict, including ongoing efforts to resettle the Negev Bedouin in state-approved towns.

Steven Dinero, Ph.D., associate professor of human geography, explored the attempted resolution in his new book, “Settling for Less: The Planned Resettlement of Israel’s Negev Bedouin,” published last fall by Berghahn Books.

Dinero became interested in the Bedouin when he first encountered the community as a high school student studying abroad in the 1970s. Fueled with curiosity, he began to study the area’s planning concerns during his college years. Dinero focused his research and data collection in the early ‘90s and developed an expertise from spending time interacting with the community over the years, including on a Fulbright Scholarship in 2007.

Dinero’s book explores both sides of Israel’s controversial resettlement plans. Overall, he said that the efforts had mixed success: “For every plus there’s a minus and for every minus, there’s a plus.”

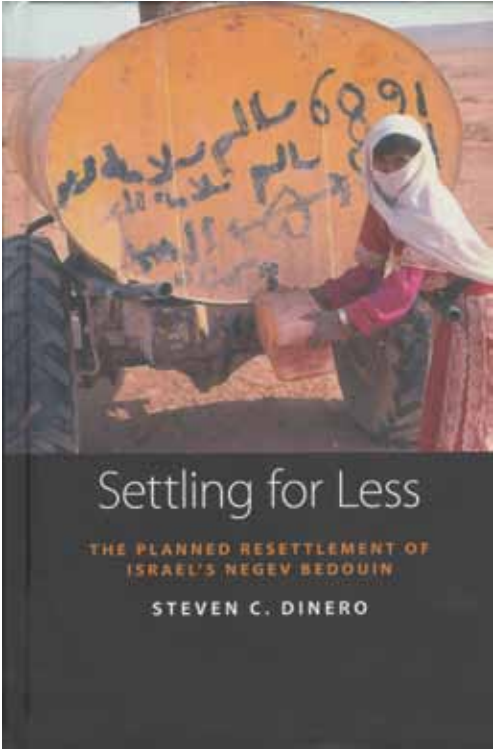
On the plus side, Dinero found that forced resettlement has to a large extent succeeded in fostering social and economic development, at least by Western standards. Both men and women are highly educated, have access to quality health care and can more than meet their nutritional needs.

“Many live in extraordinary air-conditioned homes, what we might call mansions, as compared to living in a tent or shack only a few short

years ago,” Dinero said. “Thus many, if not all, now enjoy the accoutrements of modern living.”

On the flip side, resettlement efforts have in other ways impoverished the community. The Bedouin are far more dependent on others and the outside world than in the past. Many are unemployed, poor and unable to move up Israel’s socio-economic ladder — unemployment rates are higher in the Bedouin sector than any other in Israel.

Bedouin towns are also some of the poorest in the country, Dinero said, partially due to a social structure that favors Jewish development over Arab development.





# Philadelphia University Senior Design Show 2011

Philadelphia University senior design students showcased their creative and innovative work at the 2011 Senior Design Show, which took place from May 9 to 15 in The Gallagher Center. Highly imaginative work on display included innovative architectural concepts, new package designs, award-winning textiles, new product designs, breathtaking fashion garments and creative digital design and animation products.

The Senior Design Show displayed student work from all design disciplines, including the undergraduate design programs in architecture, digital animation, digital design, graphic design communication, industrial design, interior

design, fashion design, textile design and landscape architecture; and the master's programs in interactive design and media, textile design and sustainable design.

The Maurice Kanbar '52, H'03, Excellence in Design Awards were presented during the show's reception. Graphic design communication students were presented with design merit awards and top portfolio awards, and industrial design students were presented with gold, silver and bronze prizes. An alumni wall was also displayed to showcase alumni who dedicated their time and talent to help the Class of 2011 throughout their time at PhilaU.

A. In the Industrial Design category, the gold prize was awarded to Aodh O'Donnell for his capstone project entitled "Engage," a chair for elementary school children that is designed to increase mobility and collaboration in the classroom.

B. Tracey McCaffery is pictured with her board game design, "embark!" She won the gold award in graphic design communication.

C. The silver award for industrial design was presented to Christopher Skodi and Colin Steif for their project "Amishmade."





# PHILAU in the news

## PhilaU Breaks Ground on Expansion: Philadelphia Business Journal

PhilaU broke ground on a new building to support the innovative curriculum of the College of Design, Engineering and Commerce, the *Philadelphia Business Journal* reported June 17. “Philadelphia University has been in a collaborative environment for a long time and this is just formalizing the levels of collaboration and bringing it to a more intense level,” said President Spinelli.

## New York Times: Commencement Speaker Steve Blank Highlighted

Commencement speaker Steve Blank was featured in a June 12 *New York Times* article, “Words of Wisdom,” highlighting some of this year’s memorable commencement addresses. “No one ever sets out to fail,” he told PhilaU graduates. “But being afraid to fail means you’ll be afraid to try.”

## Chronicle of Higher Education: PhilaU Faculty Improv Methods

PhilaU faculty who will teach the first integrated course in the College of Design, Engineering and Commerce earned their improv chops with The Second City comedy troupe, *The Chronicle of Higher Education* reported June 5 in the story “With Antic Improvisation, Professors Learn to Share the Classroom Stage.” At a May workshop, a trainer from the famed improvisational group went through a series of quick-paced exercises designed to encourage creative thinking, brainstorming and collaboration for faculty and the students they will be teaching.

## PA Associate Director Michael Rackover Honored for Work in Genetics: National Human Genome Research Institute

Michael Rackover, PA-C, associate director of the physician assistant studies program, was named Outstanding PA of the Year by the American Academy of Physician Assistants for his efforts to include genetic literacy in the education of all physician assistants, reported the *National Human Genome Research Institute* on June 1.

## The Philadelphia Inquirer: Associate Professor Jeff Ashley Cautions on Use of Flame Retardants

Jeff Ashley, associate professor of chemistry, says the use of flame retardants in such products as car seats for young children may pose some risk of harmful chemical exposure for youngsters, *The Philadelphia Inquirer* reported May 30.

## The Philadelphia Inquirer: New DEC Building to Foster Innovative Academic Curriculum

PhilaU’s new building for the College of Design, Engineering and Commerce will serve as a creative incubator for the college’s innovative transdisciplinary curriculum, *The Philadelphia Inquirer* reported May 10. “The amount of collaboration we’re doing now will generally be enhanced over the next four years,” President Spinelli said. “And that collaboration will grow into this new building.”

## Physician Assistant Student Mary Costello Brings Veteran Presence to PhilaU Crew Reports The Philadelphia Inquirer

Mary Costello is a freshman physician assistant student, a member of PhilaU’s varsity eight rowing team and a former Air Force medic who served in Afghanistan, reported *The Philadelphia Inquirer* May 7. Although Costello had never rowed before coming to PhilaU, “I knew she would be competitive, that she would one day be a racer,” said Coach Chris O’Brien.

## Fashion Show and Innovation Gala in Women’s Wear Daily, Inquirer

*Women’s Wear Daily* reported May 4 that 2011 Spirit of Design Award winner Tommy Hilfiger graciously acknowledged the award via telecast, saying “Mentoring young people, improving their lives and providing for their futures is extremely important to me, and that is why this award is so meaningful.” Allen Sirkin ’64, H’10, president and COO of Phillips-Van Heusen, the parent company of Tommy Hilfiger, accepted the award on the designer’s behalf. *The Philadelphia Inquirer* highlighted designs by Anfisa Sokolova ’11, Katherine Possage ’11, Jolene Cassell ’11, Rachael Crawford ’11, Nikky Enterline ’11, Marisa Silva ’11, Rachael Jiuliante ’11 and Christina Lombardi ’11.

## Textile Students Win Virginia Jackson Competition: Furniture Today

Three textile design students won in each category of the Virginia Jackson Design Competition, *Furniture Today* reported April 26. Mary Armacost M’11 won first place in doobby, Katherine Labate ’11 won honorable mention in jacquard and Elizabeth Weissert M’11 won honorable mention in print.

## Professor Calls for Standard Clothing Sizing in The New York Times

Marie-Eve Faust, director of the fashion merchandising program, said manufacturers and retailers need to agree to a standard labeling system to help customers find the right size and fit, *The New York Times* reported April 24 in “One Size Fits Nobody: Seeking a Steady 4 or 10.” The story also ran in *The Gainesville Sun* (Fla.) and *The Ledger* (Fla.) on April 25. Similar stories featuring Faust ran in *The Toronto Star* May 12 and on Fox29 May 11.

## Hall of Famer Coach Herb Magee ’63 Garners National Press Coverage

The selection of men’s basketball Coach Herb Magee to the Naismith Memorial Basketball Hall of Fame on April 4 received widespread coverage internationally by print, broadcast and online media, including *The Philadelphia Inquirer*, *The New York Times*, *USA TODAY*, *The Boston Globe*, *The Chicago Sun-Times*, *ESPN*, *The New York Post*, *The Philadelphia Daily News* and *The Australian Herald*. Magee and others in the Hall of Fame Class of 2011 were introduced at half-time during the NCAA Division I men’s championship game April 4, which was broadcast nationally on CBS.

## PhilaU Fashions at the Flower Show, Mais Qui, Reports The Inquirer

Sixteen student fashion designs were exhibited at the Philadelphia International Flower Show, inspired by this year’s theme of Springtime in Paris, *The Philadelphia Inquirer* reported March 9. Photos of designs by students Jennifer Lanyon ’12, Jennifer Hawrylak ’12, Katharine Possage ’12 and Christi Jefferson ’10 were featured in the story.

## Kiwi Magazine Features Katy Dawley on Role of Midwives

Katy Dawley, C.N.M. and director of the Midwifery Institute, talked about the role of nurse midwives in the March story “The Midwife Effect” in *Kiwi*, a magazine aimed at parents of young children.

## Inquirer Story Features Prof. Steve Frumkin on Rising Cotton Prices

Steven Frumkin ’70, associate professor of textile management and marketing, said cotton prices have surged recently as speculators have swooped into the cotton futures market in anticipation of profit-making opportunities, *The Philadelphia Inquirer* reported Feb. 18.

## The Atlantic: Provost Randy Swearer on Educating Innovative Thinkers

Teaching students to be innovators requires a commitment to a diverse, multidisciplinary and deeply collaborative educational experience, Provost Randy Swearer told *The Atlantic* Jan. 28. “True innovators are adept at taking very specific areas of knowledge (technologies, scientific discoveries, social phenomena, etc.) and constantly reframing them in broader social, cultural or political contexts,” he said.

## New PhilaU MAG Composites Institute to Develop Innovative Materials Reports Philadelphia Business Journal

PhilaU received \$1.1 million from MAG IAS to help establish an institute to research and develop new textile-based composite materials and a new undergraduate engineering concentration in composites, the *Philadelphia Business Journal* reported Jan. 28. David Brookstein, Sc.D., executive dean for university research; MAG Chairman and CEO Mo Meidar ’70, H’09, member of the PhilaU Board of Trustees; and Leon Bryn ’74, an alumnus and consultant for Bally Ribbon Mills; were featured.

## Industrial Design Corian® Project Featured in Dwell Magazine Video

Industrial design students who designed innovative products made with Dupont™ Corian® solid-surface material were featured in a video made for *Dwell* magazine. The students — who graduated in 2010 — and faculty members Tod Corlett and Hy Zerkowitz were interviewed. The outstanding projects were exhibited last fall at Philadelphia’s Center for Architecture.

## Fashion Design Student Awarded YMA Scholarship, Reports The New York Times

Anfisa Sokolova ’11, a fashion design major who was awarded \$10,000 at a YMA Fashion Scholarship Fund annual awards event, was featured in *The New York Times* Jan. 16. PhilaU students Lauren Nelson ’11, Terniqua Osborne ’11 and Natalie Simmons ’12 each received \$5,000 scholarships at the event.

## The Philadelphia Inquirer: Sen. Specter Packs Papers and Mementos for PhilaU

As he prepared to leave the Senate after 30 years in office, U.S. Sen. Arlen Specter packed boxes of papers and mementos designated for the Specter library at Philadelphia University, *The Philadelphia Inquirer* reported Dec. 21.

## David Brookstein Cautions on Formaldehyde in Apparel in The New York Times

David Brookstein, executive dean for university research, talked about the use of formaldehyde in apparel in *The New York Times* Dec. 11. Formaldehyde, a wrinkle-free agent, can cause contact dermatitis in some people. The story also ran in the *International Herald Tribune*, *Gainesville Sun*, *Sarasota Herald-Tribune*, *Lakeland Ledger* and on CNBC.com.



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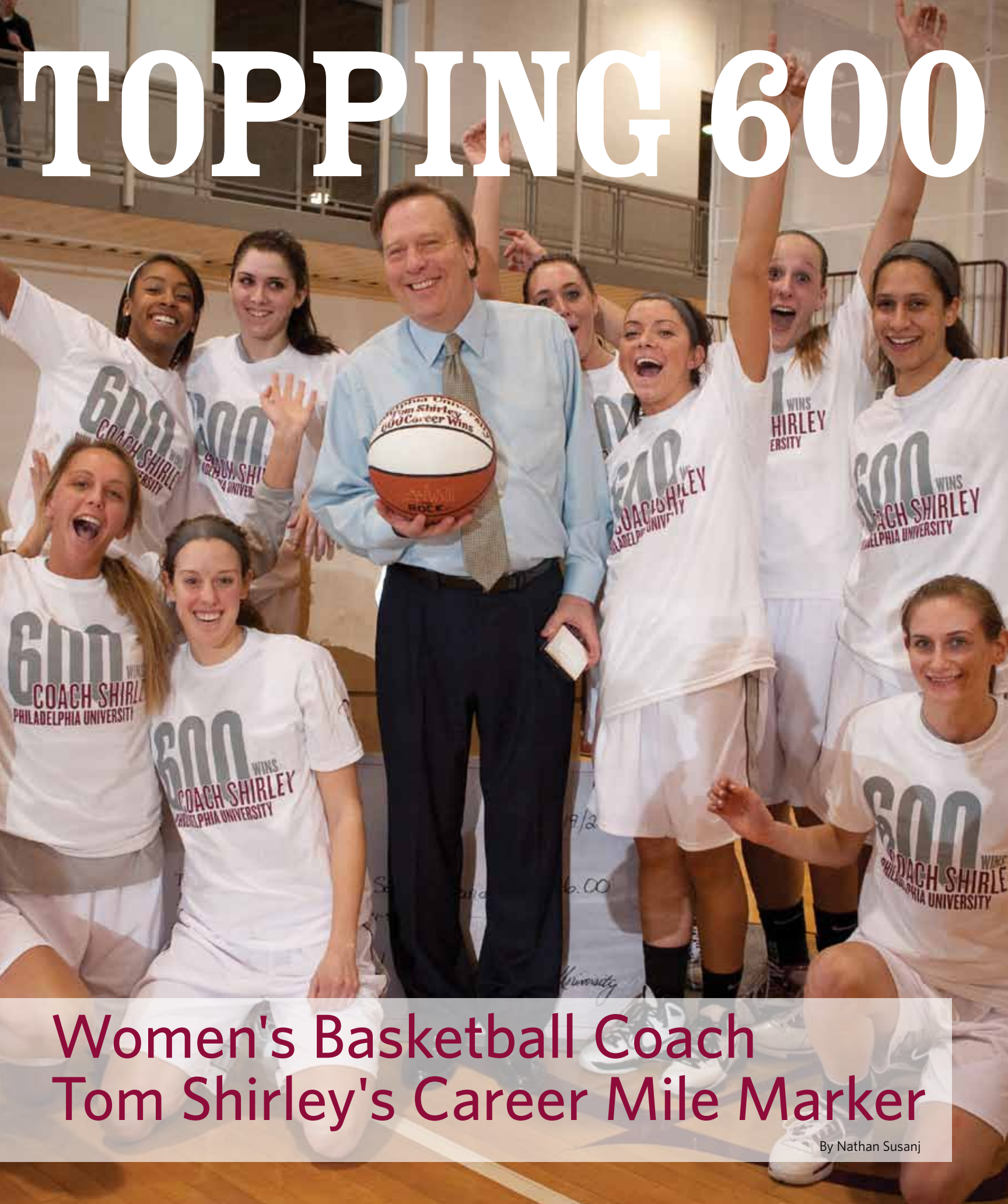
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*\*Rates and deductions will vary depending on the timing of your gift. The examples above are for illustrative purposes only and not intended as legal or tax advice.*

For more information, including a personalized example on how a charitable gift annuity can work for you or to review the range of ways to meet your planning objectives, please contact Mike Molloy, assistant vice president for major gifts and planned giving, at 215.951.0254 or molloym@PhilaU.edu.

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# TOPPING 600

## Women's Basketball Coach Tom Shirley's Career Mile Marker

By Nathan Susanj

Before Tom Shirley won a single game as a college basketball coach, he was an English major in college, thinking about pursuing a career in sports writing.

His father, a World War II veteran with four years of service in the South Pacific said, "If you're going to keep going to college, I'm not paying unless you study business," Shirley recalled. He switched to economics.

After graduating from Allentown College (now DeSales University) in 1976, where he played basketball for four years, Shirley got a job at the Ford Motor Company making \$41,000 a year with a new car every 10,000 miles.

After five years, he was miserable. He traded in the salary and the perks for a \$17,000 position coaching women's basketball and running a one-man athletics department at his alma mater. "I knew I was going to be happier, but I thought 'Am I stupid?'" Shirley said. He never regretted the switch.

Thirty years later, Shirley, head coach of the Philadelphia University women's basketball team since 1989 and athletic director since 1992, won his 600th career game as a coach in the NCAA.

The road to 600 began with Shirley's interview for his first college coaching position at Allentown. Coming from Ford, Shirley was short on coaching experience, but full of determination. The president of the college was looking to hire someone with solid business credentials for the athletic director position, which played to Shirley's favor. "I think I am one of the only coaches in the country to go from coaching 10- to 12-year-old boys to coaching college basketball," Shirley said.

At Allentown, Shirley coached for eight seasons, compiling a 149-73 record with six postseason appearances. When he heard about the open coaching position at Philadelphia University, Shirley jumped at the chance to move up from NCAA Division III to Division II with the Rams. Shirley started as the assistant athletic director at PhilaU in 1989 and moved up to the head of the department three years later.

The coach made his mark on the program immediately, going 17-11 in his inaugural season coaching the Lady Rams, including a trip to the Eastern Collegiate Athletic Conference (ECAC) tournament. Two years later, the 1991-92 team went 26-6 and earned PhilaU its second ECAC bid in three years. The remaining players of that team came back to start the 1992-93 season with 22 straight victories, earning the Lady Rams a trip to the NCAA tournament.

Shirley's accomplishments are numerous: back-to-back ECAC titles in 2002 and 2003, three NCAA tournament appearances, 19 straight post-season appearances, American Women's Sports Federation Division II National Coach of the Year, Converse District Coach of the Year and member of multiple NCAA committees over the course of his career.

While proud of his achievements, Shirley said he wants to be remembered for more than a list of accomplishments. "I hope that the success of my legacy is not measured in basketball victories," Shirley said. "If anyone has as much fun and likes the place that employs them as much as I do, then they will have a great life" — one of many lessons he passes on to his players.

"Coach Shirley tries to emphasize and teach us about being successful in the real world," said Kate Brennan '10, M'11, a fifth-year senior on the 2010-11 team. "He always says that our education comes first, even before basketball. He really cares about each of his players and he wants them to be successful after leaving PhilaU."

"Tom Shirley is the ideal coach and mentor for all student-athletes. For him, the basketball court is where character is built. Winning is an important by-product for a coach and team that have strong character like Coach Shirley and the Lady Rams," said President Spinelli.

Over 30 years, Shirley has been a hallmark of consistency. More than any specific victory, Shirley said he is proud of the stability the program has achieved — 600 victories over 30 years equals an average of 20 wins per year.

"Tom has shown the ability to coach when his teams have talent and coach when the talent is not quite as good," said men's basketball head coach Herb Magee. "That is the sign of a great coach. He wins no matter who is on the team. That's what it takes to be a consistent winner over the years, and that's what Tom has done."

Consistency is defined as performing at a level that does not vary in quality over time. Long ago, Shirley turned in his brand-new Ford for a shot at doing what he loves. Consistency means being capable of reproducing the same results. As a coach, Shirley's record stands at 607-281.

Students will take their seats in The Gallagher Center in November, knowing they will soon be on their feet, cheering on the Lady Rams. When they do, Shirley will just be looking for win number 608. Six-hundred wins wasn't a milestone for the coach, it was a mile marker. If it is up to him, he says, he will be on the sidelines for at least 10 more years.

Tom Shirley didn't become a sports writer. He became a sports story instead.







**JIMMY CONNOLLY RECEIVES ALL-PHILADELPHIA BASKETBALL HONORS**  
Guard Jimmy Connolly '13 was named to the John McAdams All-Philadelphia Area Team by the Herb Good Basketball Club this spring for his outstanding play on the court. He finished the season averaging a team-high 16.9 points per game. Connolly also contributed on the boards, pulling down just shy of five rebounds per game, while also chipping in with 39 assists and 28 steals over the season. Connolly was also named to the Central Athletic Collegiate Conference (CACC) All-Conference 2nd Team this year. He led the team from the free-throw line shooting 90 percent, at one time leading all of NCAA Division II in free-throw percentage with 95 percent.

**NINE STUDENT-ATHLETES RECEIVE CACC ALL-ACADEMIC HONORS**  
Nine PhilaU student-athletes were named to the spring 2011 CACC All-Academic team. Honorees included baseball players Jeffrey Bohus '12, Jared Farbman '11, Kevin Gibbs '13 and Matthew Minakowski '11; softball player Allison Glaser '12; golfer Timothy Gobrecht '13; and lacrosse players Rebecca Cox '13, Kalin Hodel '12, Taylor Peltzer '12 and Jennifer Sica '11. Eleven PhilaU student-athletes received All-Academic honors for the fall 2010 season.

**ROWING TEAM WINS PHILAU INVITATIONAL AND KERR CUP**  
Highlights from the PhilaU men's and women's rowing teams included big wins during the season. At the PhilaU Invitational, the women's V8 won in a time of 7:44 and the men's V4 were victorious in a time of 7:08. In the Kerr Cup, the men's V4 won their heat (6:31) to advance to the final, where they bested Rutgers, Villanova, Drexel and Fordham with a 6:26 finish to take the title. On the women's side, the V8 took third (6:50), beating out Army, Drexel, Virginia Commonwealth and Richmond. Both teams finished the season at the Aberdeen Dad Vail Regatta, where the men's V4 boat took fifth out of 54 boats in the Grand final.



**TENNIS STANDOUTS RECEIVED CACC HONORS**  
Men's tennis standout Kyle Burke '13 was named to the CACC All-Conference second team for his performance this season. Manoli Sgouros '12 was named CACC Honorable Mention. Overall, the team finished an impressive season with a record of 18-7 (5-1 in the CACC). The team made its third consecutive appearance in the CACC Championship and advanced to the NCAA tournament for the second year in a row, finishing the season after losing in the NCAA East Regional Championship match.

**ADEBAYO NAMED DII STATISTICAL CHAMPION IN BLOCKS PER GAME**  
Men's basketball center Temi Adebayo '12 was named the NCAA Division II Statistical Champion in blocks per game, leading the nation with 4.2 blocks per game during the 2010-11 season. After just one season with the Rams, he ranks third all-time in blocked shots per season. Adebayo is the second individual in PhilaU men's basketball program history to achieve such an honor. Tayron Thomas '06 was the NCAA Division II Statistical Champion in points per game in 2006. Adebayo was recognized by the CACC with an All-Conference Honorable Mention honor.

**PELTZER, SHAPPELL AND CONNORS NAMED PHILLY-SIDA ALL-ACADEMIC**  
Three PhilaU student-athletes were named to their respective Academic All-Area teams this spring by the Philadelphia Sports Information Directors Association (SIDA). Lacrosse forward Taylor Peltzer '12 and midfielder Caribeth Shappell '12 were two of just 12 student-athletes named to the list. Rower Caitlin Connors '11 earned a spot on the rowing All-Academic list, one of just nine athletes to do so.



**WOMEN'S LAX: CACC COACH AND PLAYER OF THE YEAR HONORS**  
CACC honors for the women's lacrosse team (11-7, 10-2 CACC) rolled in this season. Head Coach George Chis-Luca was named Coach of the Year and midfielder Caribeth Shappell '12 (pictured left) was named Player of the Year after posting 59 points on the season. The team made its second CACC Championship appearance in

three years. Three players were named to the CACC All-Tournament Team including midfielder Jennifer Sica '11, attacker Taylor Peltzer '12 and midfielder Rachel Balint '13. Seven players were named to the CACC All-Conference lists.

**BASEBALL'S DIFRANCESCO NAMED TO CACC SECOND TEAM**  
Shortstop and team captain Anthony DiFrancesco '11 was named to the 2011 CACC Baseball All-Conference second team for his performance during the season. The CACC named DiFrancesco Player of the Week on March 30 after he hit the game-winning homer in the top of the ninth inning in a 6-5 win over Bloomfield.



**WOMEN'S BASKETBALL STANDOUTS BRENNAN TOPS 1,000 POINTS**  
Forward Kate Brennan '10, M'11 notched her 1,000th career point at PhilaU on Dec. 28 against Pitt-Greensburg. She was named the CACC Player of the Week on Jan. 3. She led the team this season, averaging 14.5 points per game, earning her a CACC All-Conference second team honors.

**TWO LAX PLAYERS NAMED ROOKIE ALL-AMERICANS**  
Five lacrosse players were named to the 2011 USA College Women's Lacrosse All-Star Team. Highlighting the awards were attacker Emily Ray '14 and midfielder Carli DiCioccio '14, who were named to the All-American Rookie Team for their performances this season. All-Star team honors were also awarded to midfielder Caribeth Shappell '12, named to the first team; midfielder Jennifer Sica '11, who was named to the second team; and attacker Taylor Peltzer '12, who earned a third team spot.



**SOFTBALL'S SCHMIDT EARNS SECOND TEAM HONORS**  
Pitcher Ali Schmidt '12 went 14-12 on the mound in 179 inning pitched this season, earning her CACC All-Conference second team honors. She led the conference through the regular season with 214 strikeouts and also notched six shutout games. Schmidt wasted no time before making an impact for the Lady Rams in the early part of her junior season. On the team's spring break trip to Florida, Schmidt tossed 24 innings in 24 hours, including two complete game one-hitters with seven strikeouts each.

**XC SIMONETTI AND COACH MAGEE HONORED BY PHILLY SPORTS WRITERS**  
Top area professional and college athletes and coaches were recognized at the 107th annual Philadelphia Sports Writers Association dinner Jan. 31. Among those honored were PhilaU cross country standout Sarah Simonetti '12 and Coach Magee.

Simonetti and Coach Magee were among a group of distinguished guests seated at the head table that included Philadelphia Phillies center fielder Shane Victorino and pitcher Roy Halladay; Philadelphia 76ers Elton Brand; and Flyers' right wing Ian Laperriere.

**BASKETBALL COACHES MAGEE AND SHIRLEY REACH 1,500 COMBINED WINS**  
Men's basketball coach Herb Magee and women's basketball coach Tom Shirley reached 1,500 combined NCAA victories Nov. 16 as the men's team defeated St. Thomas Aquinas College 66-60. The Magee and Shirley duo are the second winningest combination in collegiate basketball today, second only to the University of Connecticut's Geno Auriemma and Jim Calhoun, who carried 1,558 wins into the start of the 2010-11 season.



From Afghanistan to PhilaU: Mary Costello's Journey

When Mary Costello (fourth from right) — as a 19-year old United States Air Force medic working in Mississippi — heard her deployment to Iraq had been cancelled, she volunteered to go somewhere else. She turned down an assignment in the Caribbean, packed her belongings and prepared to leave for Afghanistan. “I figured if I’m going to be in the military, I might as well get the full experience,” she said. Enrolling in PhilaU’s physician assistant studies program this year, Costello’s experience before college is unlike many of her peers. Differences aside, the freshman soon found her niche on the University’s rowing team. In Afghanistan, Costello’s unit stayed in Qalat — east of Kandahar and an occasional hotspot for insurgent activity. From the base, Costello assisted doctors with “sick call” and accompanied her team on civil affairs missions. She said she could often hear the ping of enemy gunfire ricocheting off the outer shell of her vehicle. She lost friends, but doesn’t like to elaborate. After nine months in Afghanistan, Costello returned home, trading in her service for college. The transition to civilian life was difficult at first. Instead of having her day planned, she faced an open-ended schedule. To fill the dead time, she signed up for the University’s rowing team. When she received a detailed workout schedule over Christmas break, she followed the plans as if they were orders, coming back from winter break 40 seconds faster than anyone on the squad. At PhilaU, Costello has gone from floating alone to the anchor of the University’s rowing team. From the mountains of Afghanistan to the hull of a rowing boat, she is ready for her next challenge.



Creative, driven, innovative faculty and students are the hallmark of Philadelphia University.

We all come to Philadelphia University with bold ideas and innovative thoughts. It’s our distinct curriculum that enables our students to transform these ideas and thoughts into groundbreaking research, market-driven solutions and value creation. Our culture of innovation starts on campus and knows no boundaries.

William C. Whitmore Jr. ’82, chairman of the Board of Trustees, and D. Walter Cohen, DDS, trustee and campaign chairman, publicly announced *Power to Innovate: The Campaign for Philadelphia University* during the *Evening of Innovation* Gala on April 30.

“Through the University’s bold Strategic Plan, trustees, faculty, staff, students, alumni and friends charted the University’s future: We will be the model for professional education in the 21st century,” Whitmore said. “This bold vision requires investments of intellectual, emotional and financial capital.”

POWER TO INNOVATE  
The Campaign for Philadelphia University

In response to this need for investment, Philadelphia University has embarked on an ambitious capital campaign, with a goal of raising a minimum of \$40 million by June 2014. As of June 2011, the University has raised more than \$29.5 million in cash and multi-year commitments, the majority of which was secured during the quiet phase of the Campaign that was launched in July 2009.

The Campaign will support the following goals and priorities:

A Building to House the College of Design, Engineering and Commerce

A nearly 39,000-square-foot, \$20 million, state-of-the-art building — the design of which will reflect the collaborative, innovative learning that will take place in the new College.

The Center for Sustainability, Energy Efficiency and Design (SEED Center)

A more than 14,000-square-foot, grey-to-green renovated facility converted from a former gymnasium into a LEED-certified academic building, the SEED Center houses undergraduate and graduate architecture programs.

The Senator Arlen Specter Center for Political Science and International Relations

Through its mission, the Center will promote and support scholarly research and foster greater understanding of and discourse around significant historical, political and policy issues associated with Senator Specter’s career in public service. The Center will be housed in a long-unused home on campus that will be renovated to preserve its historic importance while allowing for high-tech interactive exhibits.

Applied Research

Collaboration with industry, government and foundations through applied research opportunities for faculty and students will expand their expertise and serve societal needs. Notable advances include the recently funded Philadelphia University MAG Composites Institute and the Edward P. Marram Biomedical Textile Structures Laboratory.

Colleges

Our Colleges encompass a significant breadth of expertise all working together to enhance our culture of innovation. College and program naming opportunities are available, along with endowed chairs and professorships, which help recruit and retain talented faculty.

Curriculum Development

PhilaU’s curriculum prepares graduates to be experts in their chosen fields with knowledge and skills that are transferrable across increasingly transparent professional boundaries. Investments in curricular development will help to distinguish Philadelphia University by driving it to the forefront of curricular innovation.

Scholarships and Financial Aid

Today’s competitive market in higher education, combined with a challenging economy, dictates that we must provide a higher level of scholarships and financial aid in order to attract and retain the best and brightest students.

Athletic Tradition

The campaign will elevate PhilaU athletics by enhancing facilities and strengthening programs for student-athletes.

Unrestricted giving from all members of the University community will continue to be a priority as their annual support helps to meet the greatest needs of our students and faculty year in and year out.



Left: D. Walter Cohen, DDS, campaign chair and member of the Board of Trustees, publicly announced *Power to Innovate: The Campaign for Philadelphia University* on April 30. Right: rendering of the College of Design, Engineering and Commerce building entrance.



The Center for Sustainability, Energy Efficiency and Design (SEED Center) houses graduate and undergraduate architecture programs.

To date, the Campaign Committee includes Wendy Beetlestone, Esq.; Stu Borowsky; D. Walter Cohen, DDS, campaign chair; Robert A. Cordaro ’76; George T. Downs III ’63; Robert C. Lockyer ’68; Edward P. Marram, Ph.D.; Andrew J. Morrisroe III ’96, M’99; Robert L. Nydick Jr. ’78, Ph.D.; Jerry Rosenau M’96; Michael S. Schurr ’84; Robert P. Smith ’76; President Spinelli; and William C. Whitmore Jr. ’82.

Join with us and embrace our culture of innovation in a way you might not have considered — make a gift to *Power to Innovate: The Campaign for Philadelphia University*. By leveraging our culture of philanthropy with our culture of innovation, together we will set the stage for a new era of achievement and excellence.

The time is now.  
The place is Philadelphia University.

To learn more, contact Jesse Shafer, vice president for development and alumni relations, at 215.951.2850 or shaferj@PhilaU.edu.

PHILANTHROPY notes  
2010 Founders’ Society Holiday Party

On December 12, 2010, nearly 50 Founders’ Society members and their guests attended the second annual Founders’ Society holiday party at the President’s House. Hosted by President and Mrs. Spinelli, everyone enjoyed celebrating the holidays on campus with fellow alumni and friends. The Founders’ Society is PhilaU’s unrestricted annual giving group for donors of \$1,000 or above. For more information on becoming a member, contact Erin Wooley at 215.951.6818 or wooleye@PhilaU.edu.



Class of 2011 Commemorative Marker

The Class of 2011 left a permanent touch on campus with a commemorative marker as a part of the Senior Class Gift. The marker is installed at the base of the walkway by The Kanbar Campus Center. Pictured are members of the Class of 2011 Gift Committee (l to r) Gabriela Graterol, Laura Farnen, Greig Edwards, Rachael Jiuliente and Rachel Bills.



2011 Golf Invitational

The 2011 Golf Invitational — held June 15 at Chesapeake Bay Golf Club at Rising Sun in Rising Sun, Md. — raised more than \$30,000 in support of the Philadelphia University Annual Fund, which helps meet the greatest needs of students, faculty and the Department of Athletics. Nearly 120 alumni and friends participated in the 10th annual outing chaired by Bob Lockyer ’68. Pictured are (l to r) John ’70 and Barbara Pierantozzi, Karen Waiter and Charles Bissell ’65.

2011 Scholarship Donor Reception

Donors, faculty and staff celebrated scholarships at Philadelphia University during the annual Scholarship Donor Reception hosted by President and Mrs. Spinelli. This year’s reception was held in conjunction with the Senior Design Show in The Gallagher Athletic, Recreation and Convocation Center on May 12. In addition to hearing a University update from President Spinelli, guests received a guided tour of the annual show that showcases student work from across all design disciplines.



# Making an Impact The Sullivan Family's Legacy

By Andrew Davis M'11

Philadelphia University has made a major impact on the Sullivan family and, in return, the Sullivan family has significantly impacted the lives of many Philadelphia University students. For Matthew Sullivan M'97 and his five brothers and five sisters, the University has been a part of their family for more than four decades. His mother, Genevieve, and his brother, Michael, were enrolled in Philadelphia University at the same time in the 1980s. Genevieve, a registered nurse for over twenty-five years, was a part-time student pursuing her bachelor's degree in nursing. Michael, who was married with a young child, worked during the day and took accounting classes at night.

"Both Mom and Mike were inspirations to the entire family. I clearly remember my mom working as a nurse, raising our family while studying for school in between preparing lots of meals and doing chores around the house — she was an incredible woman," Matthew noted. "She was very dedicated to pursuing her degree and instilled the importance of education in her children."

It was an exciting Commencement ceremony for the Sullivan family when Genevieve and Michael graduated on the same day as members of the Class of 1986.

Matthew enrolled in the part-time MBA program during the mid-1990s to advance his education and career, and completed his master's degree in 1997.

When Michael tragically passed away at the age of 36, the family continued his legacy at Philadelphia University by establishing the Michael T. Sullivan Memorial Scholarship, which is awarded each year to a deserving student in the part-time evening program. "This scholarship



Genevieve Sullivan (left) and Michael Sullivan (right) celebrated with then President James P. Gallagher, Ph.D., at the 1986 Commencement ceremony.

honors Michael's legacy, is an important opportunity for our family to give back to Philadelphia University and makes an impact for some full-time working students," Matthew said.

This year, the Sullivans continued this giving spirit by developing an industry partnership with

the University. As CEO of Dunmore Corporation, Matthew worked with Les Sztandera, Ph.D., professor of computer information systems, to create a collaborative project for business, design and engineering students. Matthew believes that working on real-world, team based industry-sponsored projects adds a deeper academic experience for students. The students had an opportunity to meet with Dunmore executives, travel to Germany and develop prototype products for the company.

Throughout the project, his advice to students was three-fold: find what you love to do by experiencing as many different opportunities as possible, always learn by asking many questions and build lasting relationships.

Building lasting relationships and making an impact are things that the Sullivan family takes to heart.

Philadelphia University

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## Kelly's Ride Supports Scholarship Fund

The fifth and final Kelly's Ride — a charity bike ride ending at the Jersey shore that helped support the Kelly Marie Vogdes Scholarship at Philadelphia University — was held on June 5, 2010. Since the annual event was first held in 2006, it has raised \$65,000 for the scholarship. Kelly's Ride was organized by the family and friends of PhilaU graduate Kelly Marie Vogdes, who died tragically in 2004. Kelly received a B.S. in Fashion Merchandising in 2001 and worked for Jones Apparel Group after graduation.

"Our family would like to thank everyone who has honored our daughter by helping to build this scholarship opportunity in her name," said Kelly's father Joe. "We are especially grateful to Jones Apparel Group for initiating the program and helping a deserving student receive a Philadelphia University education. Kelly loved her school and her job. The scholarship fund blends her love of both."

# New Development and Alumni Relations Staff Members

*The Office of Development and Alumni Relations welcomes four new staff members to the University community.*

Michael Molloy (second from left), assistant vice president for major gifts and planned giving, is responsible for engaging alumni and friends in the life of the University. He will also reinvigorate the planned giving program and encourage donors to include PhilaU in their estate plans.

Molloy comes to PhilaU from the Devereux Foundation, serving as the national director of development. He oversaw the successful completion of a \$20 million capital campaign and the effort to meet a major challenge grant. Molloy has also held leadership fundraising positions at the South-eastern Pennsylvania chapter of the American Red Cross and the Philadelphia Zoo.

Robert Skomorucha (left), director of corporate and foundation relations, works with faculty and staff to advance the University's Strategic Plan by managing a portfolio of corporate and foundation prospects. He also works closely with the Office of the Provost to provide support to University researchers and other faculty and staff in all facets of government grant application and management.

Skomorucha previously worked at Widener University, where he served as the director of government and external relations. He helped to attract \$2.2 million in government capital construction awards and approximately \$3 million in earmarks and competitive grants for academic programs. His higher education experience also includes serving as the assistant vice president for government and community relations at Saint Joseph's University.



Erin Wooley M'07 (right) returns to PhilaU as the director of annual giving; she worked in Development and Alumni Relations and Athletics from 2004 to 2007. In partnership with faculty, staff and volunteers, Wooley is responsible for a portfolio of annual giving prospects, including alumni, parents and friends. She manages the annual giving marketing programs and develops comprehensive direct mail, telefundraising and electronic fundraising campaigns in support of raising unrestricted funds.

Wooley previously served as the director of annual giving at Presby's Inspired Life, a nationally recognized leader in senior living. She also held fundraising positions at Valley Forge Military Academy & College and Harcum College.

Casey Heilig (second from right), assistant director of annual giving, is responsible for the PhilaU Phonathon, Senior Class Gift and the Founders' Society Young Members programs. She also works closely with Alumni Relations in promoting young alumni involvement.

She is a graduate of The George Washington University where she served as a caller and student manager for The Colonial Connection phonathon program. She was also very active in the senior class gift program.



## Are you a Recent Graduate?

Become part of the First 5 Council, a leadership council that engages and supports alumni during their first five years following graduation.

Email Linda Hollenback, director of alumni relations, at [hollenbackl@PhilaU.edu](mailto:hollenbackl@PhilaU.edu) to learn more.

# PENNSYLVANIA

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Philadelphia University  
Pennsylvania License Plate

For more information and to print the application form, visit  
[www.PhilaU.edu/licenseplate](http://www.PhilaU.edu/licenseplate)

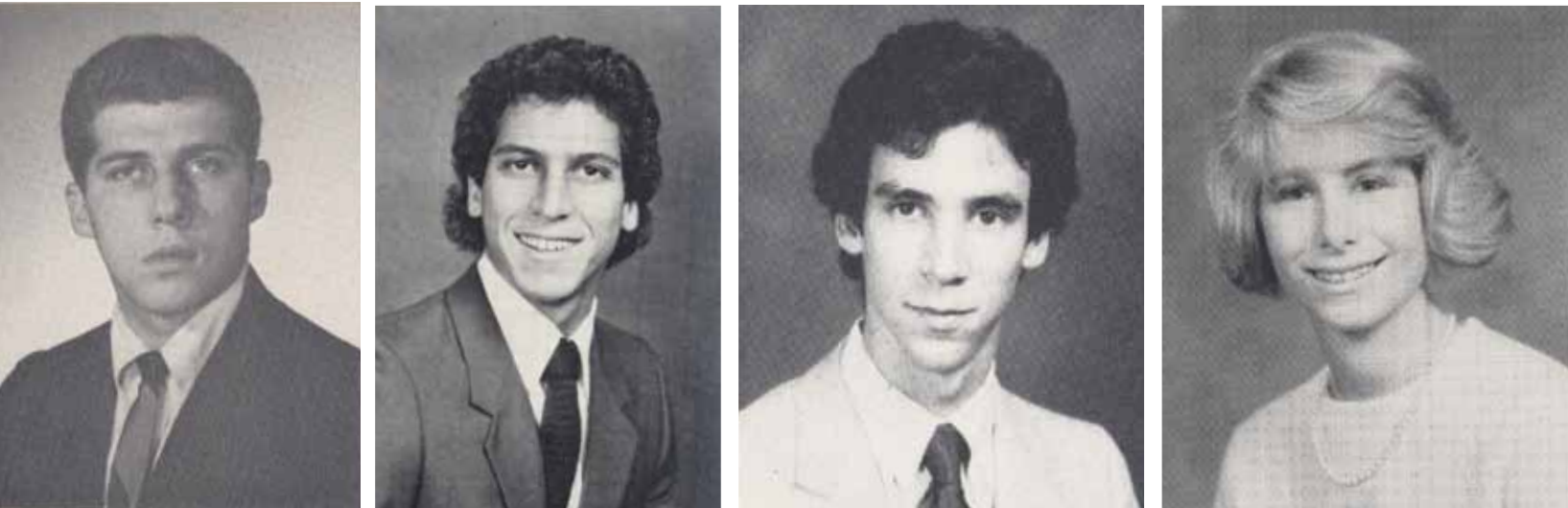
# PHILADELPHIA UNIVERSITY

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# Greenberg Family Legacy Lives on at Philadelphia University

By Nathan Susanj



*Steve Greenberg '82, remembers a friend in the library, years ago, looking behind him and jokingly pointing out a diploma framed on the wall.*

“Hey Steve, they have your dad’s diploma on the wall,” he said. “The funny thing was it actually was my dad’s diploma,” said Greenberg, recounting the story. Like all of his sons, Carol Greenberg received a degree from Philadelphia University, then Philadelphia College of Textiles and Science. In fact, two of his sons were on campus when he received it.

In 1981, Carol Greenberg, an icon of the textile industry, received an honorary Doctor of Textiles degree while Steve and his brother David '84 were both enrolled in the textile program. Carol’s eldest son Elliot had already graduated from the institution in 1966, beginning the family legacy which continues to the present. David met his future wife Melissa (Narin) Greenberg '85 on her first day at Philadelphia University, and their son Joshua Greenberg is currently enrolled as an accounting major.

“I was born and bred in the textile industry,” said Steve Greenberg. “I had cousins and aunts and uncles that worked in the industry. It was definitely the family business.”

Greenberg grew up spending summers working in textile mills in North Carolina to help with his dad’s textile business. “I worked the machines by hand,” he said. “It was hard work, but I

*Elliot Greenberg '66, Steve Greenberg '82, David Greenberg '84 and his wife Melissa (Narin) Greenberg '85 are pictured (l to r) in their senior photos from the Analysis yearbook archives.*

enjoyed the art of it.”

Carol, Steve’s father, began in the textile business in 1928. Born in Philadelphia as the middle child in a family of five children, Carol was forced to grow up quickly when his father passed away at a young age. He went to work to support his mother and siblings, all four of whom would later be employed by him. The family business moved from the bustling garment center of New York City on 35th Street and 7th Avenue to Miami when Steve was growing up, but one thing was certain, he said, “If you wanted a good textile education, you went back to Philadelphia.”

“When it came time to choose a college, Textile was the only school I was really looking at,” Steve Greenberg said. “We knew that the Philadelphia College of Textiles and Science had a very strong program.”

In college, Greenberg worked quickly to get his degree, graduating in three years, but he says he will never forget the wonderful experiences he had. “There was a sense that we were a family,” he said of his fellow students. “I remember great days; the sun coming out at the beginning of spring. People would be outside and spending time together.”

Greenberg said the feeling of being in a fam-

ily didn’t stop after graduation. “In the textile industry, people know who went to Philadelphia University,” he said. “There is definitely a strong alumni network. It has opened many doors for me, directly and indirectly over the years. That family feeling continues long after college.”

After years of working in textiles with his brothers Elliot and David, Greenberg now lives in Los Angeles and runs his own successful textile company, SG Knits. Elliot has retired and David transitioned to a career in finance. All of the brothers are firm believers in learning the business side of the industry, something they believe their alma mater was highly successful in teaching.

“Selling a good product can get you started, but at the end of the day, you have to understand the business,” Greenberg said. “You have to understand accounting. You have to be able to read a balance sheet. Not knowing the business would be like trying to be a doctor without knowing how to read the charts.”

The Greenbergs, with a legacy more than 50 years in the making at Philadelphia University, have shown they can read the charts. The diploma is on the wall to prove it.

# Return of Fall Reunions!



Beginning this fall, Philadelphia University’s re-union program will return to Homecoming Day. Homecoming and reunions will be celebrated on Saturday, October 1, 2011. From class reunions to affinity-based get-togethers — such as Scholler Hall Residents, Sigma Phi Epsilon brothers and Alumni Athletes, to name a few — the new fall re-union program will have something for everyone!

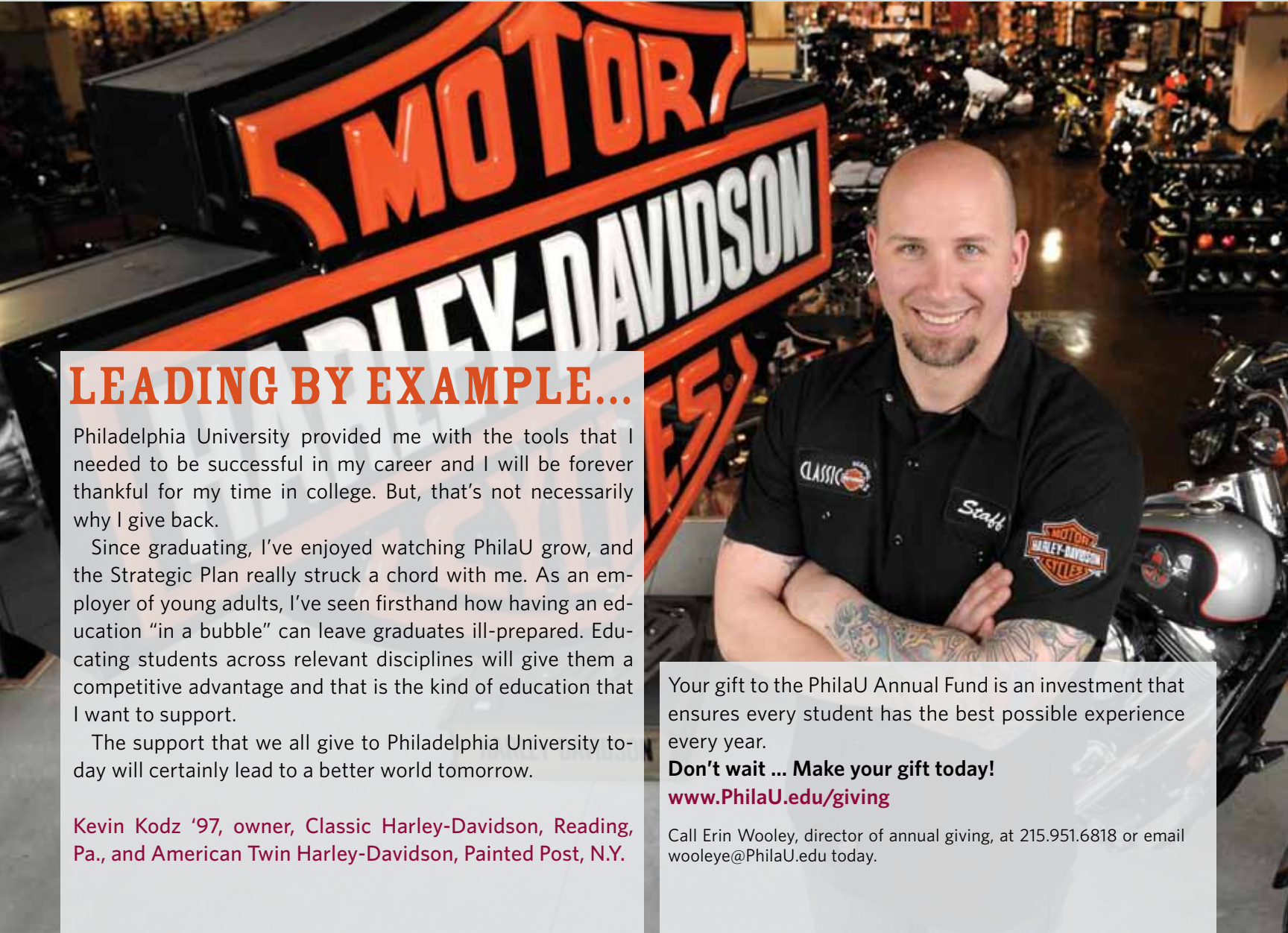
On Saturday, spouses, children, extended family and friends are welcome to join PhilaU alumni during the Annual Tailgate and Spirit Fair held from Noon to 3 p.m. adjacent to the Ravenhill soccer field. With food, music, live performances, face painting, Quizzo and prizes under the tent, Philadelphia University is the place to be on a fall afternoon. For those alumni who wish to gather with their own supplies, a second lot — designated for 21+ — will be available for watching the soccer games.

The reunion dinner will feature a pre-dinner cocktail reception and the presentation of 50th-reunion medals and the annual alumni awards: the prestigious *Time, Talent and Treasure Award* and the *Young Alumni Achievement Award*. All alumni are invited to attend this event honoring outstanding alumni and the reunion-milestone classes.

There are many exciting things happening at Philadelphia University. Homecoming with the return of the reunion programs is just one great way to reconnect with old friends, meet current students, learn about the latest developments and construction projects planned for the campus and enjoy being a part of this dynamic community. Come back to campus and be a part of all the excitement!

*Linda J. Hollenback*

Linda J. Hollenback  
Director of Alumni Relations



## LEADING BY EXAMPLE...

Philadelphia University provided me with the tools that I needed to be successful in my career and I will be forever thankful for my time in college. But, that’s not necessarily why I give back.

Since graduating, I’ve enjoyed watching PhilaU grow, and the Strategic Plan really struck a chord with me. As an employer of young adults, I’ve seen firsthand how having an education “in a bubble” can leave graduates ill-prepared. Educating students across relevant disciplines will give them a competitive advantage and that is the kind of education that I want to support.

The support that we all give to Philadelphia University today will certainly lead to a better world tomorrow.

**Kevin Kodz '97, owner, Classic Harley-Davidson, Reading, Pa., and American Twin Harley-Davidson, Painted Post, N.Y.**

Your gift to the PhilaU Annual Fund is an investment that ensures every student has the best possible experience every year.

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Call Erin Wooley, director of annual giving, at 215.951.6818 or email [wooley@PhilaU.edu](mailto:wooley@PhilaU.edu) today.



# ALUMNI events

## MBA-MS Tax Reception



The 2011 MBA/M.S. in Taxation Reception brought together current students and alumni of the graduate business programs for networking and socializing. 1. During the event, Angelo Valletta M'93 (right) presented Daniella Holuta '10, M'11 the first annual Louis A. Valletta M'94 Memorial Networking Award in memory of his brother's competitive spirit and passion for education and networking.

## NYC Graphic Design



PhilaU graphic design communication alumni and faculty gathered in New York City in October 2010. Representatives from the first Class of 1997 through the Class of 2010 were in attendance at the event. 1. Front row (l to r) Rick Landers '99, Chris Ritchie '98, Rob Salit '99, Colleen Miller '99, Program Director Frank Baseman, and Ryan Becker '05; Second row (l to r) Ashley Drago '07, Assistant Professor Gavin Cooper '99, Assistant Professor Maribeth Kradel-Weitzel, Kevin Furst '08, Alexandra Bisono '10, and Erica Ruiz '10; Third row (l to r) Wesley Martin '07, Frank Drago '07, Adjunct Professor Mike Kase '97, Michael Norcross '09, and Andrew Moughalian '10.

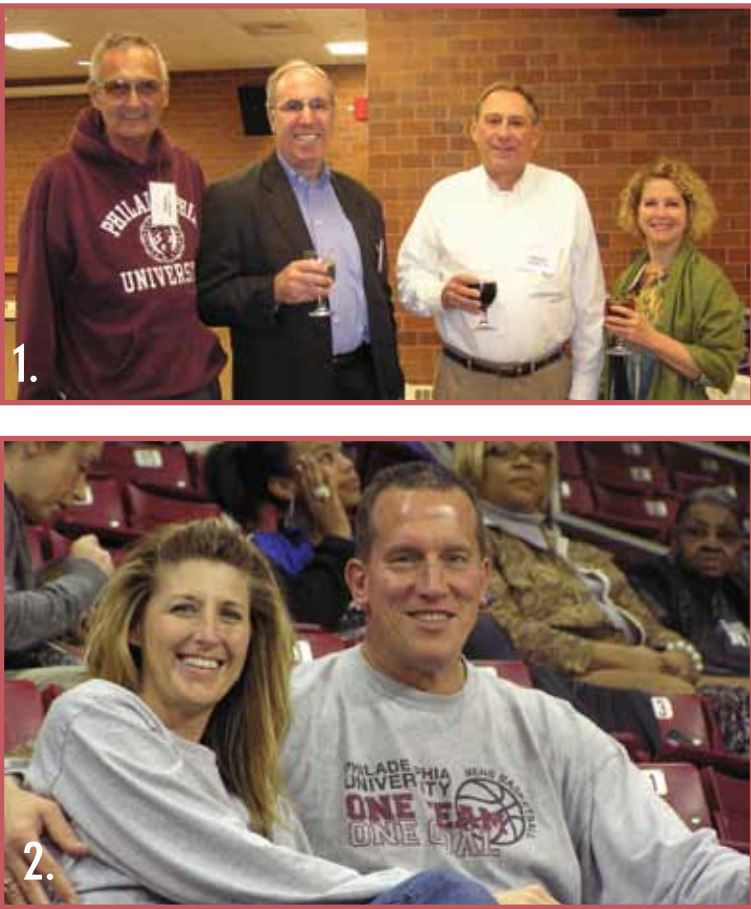
## President's NYC Reception



More than 80 alumni, faculty and friends celebrated at the first President's New York City Reception, held at 230 Fifth in November. 1. Lena Jacks '06, Stacia Hoskins '06, Andrew Glenesk '05 and Marlene Olson '05 2. Margaret Maclay '83, chair of the Greater NYC PhilaU Alumni Network, with Mo Meidar '70, H'09, member of the Board of Trustees 3. Stephen Custer '10, L. Tadd Schwab '75 and President Spinelli 4. Stephanie Holst '07 and Carina Fanelli '07, M'08

Register for RamNet [www.PhilaU.edu/alumni](http://www.PhilaU.edu/alumni)

## Basketball in Boston



PhilaU alumni reunited in Boston to support the men's basketball team in a preseason exhibition game against the Boston College Eagles. 1. Robert Chambers '63, who traveled from Calif. to be there, President Spinelli, Charles Zortman '58, and Arlene Simon '77 2. Jeanine Delaney and Tom Gussen '85

## Men's Alumni Basketball



The 2011 Men's and Women's Alumni Basketball games were held in February. Alumni, students, families and friends cheered on the alumni players as they took the court for the annual event.

## Carolina Alumni Network



The Carolina Alumni Network held gatherings in Charlotte and Raleigh in November 2010. 1. David Goodman '71 and Bob Spillane '64 2. William Wallace '67 and David Morgan '65 3. Melissa Hernandez '95, William Patz '79, and Jessica Moore '96 4. Angela Watson '95 and Kimberly Vinesett '87

## Women's Alumni Basketball





# ALUMNI events

## President's Downtown Reception



The Third Annual President's Downtown Reception, held at the Academy of Natural Sciences' Dinosaur Hall, boasted a sold-out crowd of more than 200 alumni, faculty and friends of PhilaU. The event, held the final Wednesday in February each year, is the signature event for Delaware Valley alumni. **1.** Jeff Moskow '85; D.R. Widder, executive director for innovation; Terry Hyams '84; Mark Sunderland '84, M'06, assistant dean; and President Spinelli **2.** Stu Borowsky, assistant professor of accounting, and Peter Burke '70 **3.** Malcolm Ingram '10 and Gabriella Moyer '11 **4.** Jeff Cromarty, vice president for administration and COO; Paula Della Penna '95; and Jason Della Penna '94 **5.** Seth Bittner '05 and Peter Darlington '08

Save the Date!  
**The 4th President's Downtown Reception**  
**February 29, 2012**  
**6-8 p.m.**

Masonic Temple of Philadelphia  
1 North Broad Street  
Philadelphia, PA 19107

Watch for details on RamNet!  
[www.PhiU.edu/alumni](http://www.PhiU.edu/alumni)



Photo Credit: MTP Events

## NYC Dinner



The Greater NYC Alumni Network hosted a healthy lifestyle dinner at the Natural Gourmet Institute in March. **1.** Ashley Strouse '05; Steve Frumkin '70, associate professor of textile marketing and management; Aisling Cooper '07; Jennifer Cutler '00; Justin Mendoza '00; Kelli Ackelson; Shari Chung '07; Jon Byrd '09; Anita Jadwani M'09; and Lou Sigmund '04 **2.** Nutrition and Image Consultant Justin Mendoza '00, owner of Holistic Couture LLC, offered attendees tips for healthy living and eating with the season. **3.** Jonathan Byrd '09, Anita Jadwani M'10 and Louis Sigmund '04



PhilaU alumni in the graphic design communication program gathered at the Manayunk Brewery in Philadelphia for an Alumni Connections Night launching the Graphic Design Alumni Network. Watch RamNet for details on upcoming events! **1.** Kristen Marino '02, Amanda (Davis) Soehl '99, Ed McCann '00 and Kevin Tully '01 **2.** Dennis Beerley '00 and Stephen Penning '00 **3.** Alumni spanning the Classes of 1997 through 2011 were in attendance!

## Portland Honors



While attending a conference in Portland, Maine, PhilaU Honors Program Director and students connected with area alumni over brunch. **1.** Shannon Rasmussen '13; Tyler Fleming '12; Marcella McCoy-Deh, Ph.D., director of the honors program; Steve Pogson '00; Linda Faber-Shields '84; and Dr. James Reinsch '74

## Phila Graphic Design





ALUMNI events

PA - Vegas Reception



Alumni gathered in Las Vegas during the 2011 American Academy of Physician Assistants National Conference to celebrate the program’s national ranking by U.S. News and World Report and Associate Professor Michael “Rocky” Rackover’s, PA-C, selection as the PAragon Outstanding PA of the Year. **1.** Matt Dane Baker, D.H.Sc., executive dean of the College of Science, Health and Liberal Arts; Rackover; and Lawrence Carey, PharmD, program director of physician assistant studies **2.** Brandi Thoma, Bo Czachor and Sarah Langan ‘09 **3.** Front: Jan Costa, Paul Lobrutto ‘09, M’11, Kellen Nold M’11 and Danielle Miller M’05; Back: Pawel Karbowski ‘09, M’11, Kheng Xiong ‘09, Alexandra Vuolo M’11, Joan Ward ‘06, M’09 and Tim Leicht ‘09, M’11

Phillies Tailgate



The annual Phillies Tailgate hosted by the PhilaU First 5 Council was held in June. Fifty alumni and friends came out to cheer on the Fightin’ Phils and enjoy food and fun at Citizens Bank Park. **1.** Brett Klinger ‘08, Marissa Field, Martin Majcher ‘08, Truman Benedetti ‘08 and Christina Iaconelli **2.** Don Landis ‘72 celebrating his birthday with his son, Ryan **3.** Joe Fisher and Linda Luchs ‘70 **4.** Carolyn Addis ‘04 and Michael Swisher ‘04 **5.** Vanessa DeShields ‘11 and guest

Tuscon Gathering



Director of Alumni Relations Linda Hollenback visited with Tucson, Ariz., area alumni during a recent trip to the area. **1.** Terry Brown, Ron Amistadi ‘70, Hollenback, Cheryl Brown ‘83 and Victor Braun ‘58



ALUMNI class notes

**‘50s**  
**RICHARD MANSFIELD ‘50** writes that he is enjoying his retirement at Ann’s Choice, an Erickson Living community in Bucks County, Pa.

**FREDERICK HENNESSEY ‘52** celebrated his 50-year membership with American Association of Textile Chemists and Colorists this past year.

**HAROLD POTOTSKY ‘58** writes that he and Lance Landgraf ‘60, both players for Bucky Harris, recently attended the 2010 Pennsylvania Sports Hall of Fame in Danville, Pa., with the Harris family where Bucky was inducted into the Hall of Fame posthumously.

**‘60s**  
**STEVEN SPIVAK ‘63**, a professor emeritus at the University of Maryland, was a featured speaker on cleaning science technology and health at two ISSA/Interclean meetings in Amsterdam, Netherlands (April 2010), and Interclean Latin America, Cancun, Mexico (June 2010). He continues to serve as science and research chair with the Cleaning Industry Research International.

**MARTY GURIAN ‘65**, director of engineering resources and technical education at Designtex, helped with the launch of Schoeller Technology’s NanoSphere™ in the U.S. contract market. “Following four years of development, I am thrilled that Designtex is first to launch NanoSphere in this market,” he said in a January press release. “I am very confident about what it can do and the strategic soundness for Designtex to use this advanced finish, based on our own Extreme Performance Standards and innovative legacy and mission.”

**MARC RICHMOND ‘67, MD, MMM**, was appointed as the designated Medicare medical director for Blue Shield of California. While there will be no change in his current Regional Medical Director responsibilities that he has held for almost three years, Richmond will be asked to additionally provide medical director leadership for the senior markets team. In his new role, he will assist them as a subject matter clinical expert and as an internal and external representative on Medicare-specific issues. Building on the RMD role, Richmond will work to align and integrate Blue

Shield of California’s senior business goals and objectives with the larger clinical organization.

**‘70s**  
**CARL FERTMAN ‘71**, associate professor at the University of Pittsburgh, recently co-edited for the Society for Public Health Education’s (SOPHE) new book, *Health Promotion Programs From Theory to Practice*, published by Jossey-Bass Publishers. The book was recognized at the 2010 International Union for Health Promotion and Education World Conference in Geneva, Switzerland, in July 2010.

**WILLIAM ARCHER ‘74** writes that he and his wife, Eileen, took a trip to Europe in August and early September 2010. “We did the Danube River Cruise from Regensburg, Germany, down river to Budapest, Hungary, with stops in Passau, Germany; Darmstadt and Vienna, Austria; and Bratislava, Slovak Republic. Then we went to Oberammergau, Germany, where we saw the Passion Play, which is performed every 10 years. We then went to Dorset County, England, to attend the wedding of my grand-niece in the small town of Corton Denham. In early July, we went to a family reunion on the Archer side in the Outer Banks of North Carolina.”



**CARY FLITTER ‘76**, Consumer Protection Attorney of Narberth, Pa., recently discussed “Consumer Rights and Protection” at a Lunch-n-Learn program offered to employees of Montgomery County at the Human Services Center in Norristown, Pa. Flitter covered the topics of debt collection abuse and credit reporting problems. He offered suggestions for consumers who are being contacted by debt collectors and those that have errors on their credit reports.

**‘80s**  
**MAXINE FLEMING ‘81** was recently featured in the *Wyandotte Daily News* for her charitable work

serving local children and providing animal toys to nearby animal shelters.

**ARIENE FLICK ‘86, M’11** writes, “Almost 25 years since I first graduated from Philadelphia University (forever known as ‘Textile’ to me), I entered into and completed the one-year accelerated program for an M.S. Sustainable Design as of August 2010. It was extremely challenging, especially after being out of school for so long. I actually asked when the registration tables were to be set up (remember those?) and was then

Former PhilaU Basketball Great Named Penn State Coach



One of the great team leaders in Philadelphia University basketball history will take the helm of the state’s biggest squad this fall. In June, Pat Chambers ‘94 was named the head coach of the Penn State men’s basketball team.

Known for his energy, enthusiasm and passion for the game, Chambers was widely heralded as an inspired choice for his new role. Chambers ended the year with a 21-win season as head coach of Boston University, taking the Terriers to the NCAA tournament for the first time since 2002. He will leave BU after two years at the helm, going 42-28 over that span with a league championship.

At Philadelphia University, Chambers joined the team as a walk-on after transferring from Drexel University and ended his four-year playing career with the school record for career assists (709).

After college, Chambers worked as a salesman and assistant high school basketball coach at his alma mater before joining the coaching staff at Villanova University in 2004. Chambers was an assistant under head coach Jay Wright until 2009, when he took the head position at BU.



# ALUMNI class notes

(Flick con't)  
informed that registration is done online. I encourage alumni to consider this program as it is extremely current in terms of job opportunities and is also collaborative in nature by accepting individuals from all different disciplines."

**GARY ROSS '86** writes that he has been elected Treasurer of the Cotton Board. He is currently vice president of Global New Beauty Supply chain for Avon Products, Inc., in New York.

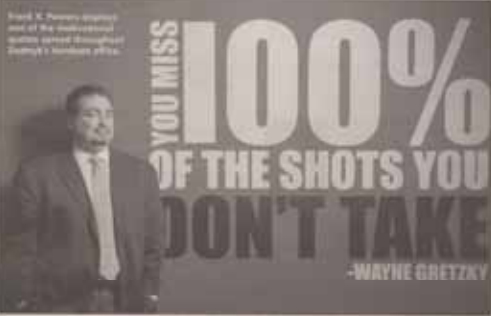
**'90s**  
**ASHIT LILANI '91** was interviewed by VCCircle.com in December 2010. Lilani discussed opportunities in financial services, education and consumer internet in India.

**ADAM ROSENTHAL '92** and Randi Rosenthal are proud to announce the birth of a baby girl, Jillian Drew. She was born on June 29, 2010, in Abington, Pa., and weighed 6 lbs., 4 oz.

**MICHAL GOSTKOWSKI '96** was appointed as an associate staff neurologist in the Center for Neurological Restoration at the Cleveland Clinic. Dr. Gostkowski completed medical school at the Philadelphia College of Osteopathic Medicine, a neurology residency at Michigan State University-Botsford Hospital, fellowship training in movement disorders at the Muhamad Ali Parkinson Center at the Barrow Neurological Institute, Phoenix, Ariz., and deep brain stimulation at Cleveland Clinic. His clinical practice is focused on movement disorders with an emphasis on intra-operative microelectrode recording for deep brain stimulation surgery.

**AARON HOUSE '97** writes, "I successfully completed the Architectural Registration Exam (ARE) and am now a project architect with BFM Architects, Inc., in Hagerstown, Md."

**LISA SPARKS '97** was recently named an at-large member of the Girl Scouts Council of Tropical Florida Board of Directors. She is a regional development director for South Florida for Constant Contact.



**FRANK POWERS M'97**, president of Dudnyk, a health-care ad agency in Horsham, Pa., was the CEO profile in the April 29-May 5 issue of the *Philadelphia Business Journal*. Powers received an MBA from PhilaU, the article noted, along with his essential business philosophy, "anything worth doing in life is worth doing well."

**KAREN BLANCHARD '98** recently received the 2010 AIA Young Architect Award. This award is bestowed to a young architect for exceptional achievement for past accomplishment and future promise. Karen is currently an associate with Wallace, Roberts & Todd.

**SUSAN SEIP '99** writes, "I recently launched an interior design website nurturednest.net. The goal of Nurtured Nest is to provide affordable and environmentally friendly design recommendations. Nurtured Nest is perfect for the homeowner that likes to have a hands-on approach to decorating their home, while utilizing professional advice from an educated interior designer."

**Philadelphia University Graphic Design Alumni Across the Pond**  
Philadelphia University Graphic Design alumni seem to be everywhere — including across the pond in London!

During a recent trip to England to visit prospective schools for possible study abroad relationships in London, Brighton and Glasgow, Scotland, Program Director and Associate Professor Frank Baseman had the pleasure of visiting with Kara DeBoeser '10 and Annika Pipkorn '10. Kara is pursuing a master's degree in graphic design at Camberwell College of Art and Annika, originally from Sweden, is looking for work in London. The alumnae are living together in London.

**'00s**  
**ELIZABETH SPOTSWOOD '00** is a writer and producer for CBS-5 television in San Francisco. She writes a lifestyle humor column twice a week for the *San Francisco Chronicle-SF Gate* online edition and is a co-host and writer for the political humor online program "Necessary Conversation."



**AIMÉE L. MASKA '01**, married Mark D. Boucher on January 22, 2011, in Cape May, N.J. Among the bridesmaids was Gina E. Testa '02. Aimée and Mark live in West Deptford, N.J., where they both work for the township.

Police officer **NICHOLAS MUSCENTE JR. M'01** was named one of two Ewing Township, N.J., Officers of the Year in May. Muscente, an eight-year department veteran, was chosen by vote of the Police Benevolent Association. "It means a lot to give back to the town I was raised in," said Muscente in a *Times of Trenton* article.

**JASON WISTREICH '03** recently joined the design team of JKR Partners. In addition to being a LEED accredited professional, Jason became one of the firm's 11 architects currently licensed in the state of Pennsylvania.



**Architecture Alumni Panel**  
As part of the 20/30 Alumni Anniversary Celebration — the 20th anniversary of the architecture program and 30th anniversary of the interior design program — distinguished PhilaU alumni (pictured l to r) Karen Blanchard '98, Schendy Kernizan '08, Kimberly Wannop '99, Skylar Tibbits '08 and Jennifer O'Shea '98 gave presentations on the work they have done since graduation and answered questions about their paths to success. Read more about Wannop on p. 8.

**JOHN GRANT '04**, who was recently promoted to application business analyst IV at PHI located in Wilmington, Del., said, "I am part of the Smart Grid testing team. We are in the middle of full deployment in Del. This work is challenging, but it is also fun to see the future of energy usage and distribution."

**JEFFREY DILL '05** opened J.R. Dill Winery in Burdett, N.Y., on the east side of Seneca Lake ([www.jrdillwinery.com](http://www.jrdillwinery.com)). The ribbon-cutting ceremony was recently featured in the *Odessa File*.

**VICTORIA (MELLON) GALLAGHER '05** and Kris Gallagher are proud to announce the birth of a baby girl, Brynn Maria. She was born on April 3, 2010, in Willow Grove, Pa., and weighed 5 lbs., 11 oz. She is the first grandchild born on the Gallagher side in 17 years!

**Have Exciting News to Share?**  
**We want to hear from you!**  
Recently married? Had or adopt a child? Retired? Received an award, a graduate degree, a new job or a promotion? Share your news with the PhilaU community! Submit your Class Note through RamNet at [www.PhilaU.edu/alumni](http://www.PhilaU.edu/alumni) Today!

**TERRY BUPP-PETERSHEIM M'06**, a graduate of the M.S. in Instructional Design and Technology program, was a co-coach for the winning team at the USA F1 in Schools National Finals held at the Michigan National Speedway in March. His Elizabethtown (Pa.) Middle School seventh- and eighth-grade team, called the Ninjas, developed a scale model Formula 1 car of the future, which proved to be the best designed, as well as fastest, on the track. Through their efforts, the students won a place in the 2011 F1 in Schools World Finals, which will take place later this year in Malaysia.



**TARA (REBER) MURRAY '06** was recently named marketing manager of roof and wall products for Benjamin Obdyke, Inc., located in Horsham, Pa. Tara was previously employed at CertainTeed Corporation.



**KAITLIN SICILE '06** was recently named a "Superwoman — an innovative leader, entrepreneur and philanthropist changing the face of Southeast Pennsylvania" by *Suburban Life Magazine* for establishing Boutique Belle Abeille in Newtown, Pa.

Friends and family of **SHAINA HORTON '07** are hosting a benefit to support her fight against choriocarcinoma, a rare and severe cancer. For more information, send an email to [shainahortonfund@aol.com](mailto:shainahortonfund@aol.com).

**MELISSA LEVENDUSKI '07** was recently named a "Superwoman" by *Suburban Life Magazine* for being "an innovative leader, entrepreneur and philanthropist changing the face of Southeast Pennsylvania."

**JENNIFER PILGRIM '08** was hired as a project engineer for Skanska USA Building, Inc. She was recently featured in an article in *The Philadelphia Inquirer*.

**BRENNA WAGNER '08**, global running materials design manager at Nike, was featured in a January 2011 issue of *Runner's World* magazine in an article titled "A shoe thing." A textile design major, Wagner's knitting know how "enabled her to develop the eye-catching mesh for the LunarGlide's upper — the first textile in the company's running business that was exclusive to them," the article noted.



**Alumni Mentorship Inspires OT Students**  
This spring, three PhilaU students had the opportunity to meet with Major Art Yeager '02, a PhilaU alumnus who earned a master's degree in occupational therapy and who worked as an occupational therapist at Walter Reed Medical Center. Though a PhilaU mentorship program, the students traveled to Washington, D.C., to visit the medical center and have a firsthand look at one of the world's leading occupational therapy facilities for treating soldiers who sustained physically limiting injuries while fighting overseas. Pictured (standing l to r) are Mary Grace Maggiano M'13, Kristen Gill M'13 and Sarah Rice M'13 with Yeager at Walter Reed.



'10s

**THOMAS EDWARDS '10** and his business, TheProfessionalWingman.com, were recently featured by *Financial Post*.

**JOHN PUGH '10** writes that on June 8, 2010, he was hired for a three-month position at the National Constitution Center in Philadelphia. In October, he was permanently hired as a graphic designer working on Art of the American Soldier.

**TARA SIMMERMAN '10** writes, "I am participating in the Susan G. Komen 3-Day for the Cure this

October [2011] in Philadelphia as a member of Team Hope Love Pink. As a team, we are trying to raise \$10,000. Please visit [www.the3day.org](http://www.the3day.org) for more information about breast cancer and how to donate to this great cause. Your support is greatly appreciated."

**DAVID M. D'ONOFRIO M'11**, LEED AP, EIT, was recently hired as an estimator and project manager at Stanker & Galetto, a leading general contracting firm in southern New Jersey. A native of Milmay, N.J., D'Onofrio holds a bachelor's degree in civil engineering from the University of Notre

Dame and a master's degree in construction management from PhilaU.

**Are you a PhilaU Alumni Couple?**

We're looking to feature PhilaU couples and families in an upcoming edition of *Innovator Magazine*. Interested in being highlighted?

Email [alumni@PhilaU.edu](mailto:alumni@PhilaU.edu) to be included!

# IN MEMORIAM

*The University has been notified that the following alumni have passed away and extends its sincere condolences to their families.*

**JOHN J. TOMALINO '32**  
Pasadena, Md., Feb. 17, 2001

**FRED ROSENSTEIN '42**  
Philadelphia, July 6, 2010

**LEO CLARK '51**  
Philadelphia, May 28, 2010

**GENNARO RASO '51**  
Holmdel, N.J., Oct. 7, 2010

**RICHARD WAGNER '51**  
Reading, Pa., March 14, 2011

**CARL FONDA '52**  
Durham, N.C., Feb. 24, 2011

**JOSEPH SOMERS '55**  
Glenside, Pa., Dec. 15, 2010

**BHARAT GAJJAR '56**  
Hockessin, Del., Feb. 24, 2011

**STEVEN SIMON '66**  
Galway, N.Y., Oct. 10, 2010

**JOHN RAYMOND ULLBERG JR. '69**  
Cherry Hill, N.J., May 16, 2011

**THOMAS HALL '70**  
Warrington, Pa., Sept. 1, 2010

**JOHN SHANNON '71**  
Sicklerville, N.J., June 7, 2010

**ROBERT CARR '72**  
Henderson, Nev., October 24, 2010

**MARTIN KOGAN '73**  
Montreal, Canada, January 27, 2009

**ROBERT TRAVIS JACKSON '74**  
Charlotte, N.C., May 10, 2011

**HARRY FERRIER '78**  
Lansdale, Pa., March 29, 2011

**DINO PONZIO '10**  
Philadelphia, March 12, 2011



# ALVIN P. GUTMAN

March 19, 1918 - April 22, 2011

Mr. Alvin P. Gutman joined the Board of Trustees in 1988. As a member of the Finance Committee, his leadership was exemplary and his guidance directly resulted in the prudent investment of the University's financial resources. He also served as chair of the Honorary Degree Committee, as well as a member of the Academic Affairs Committee and as both first vice chair and second vice chair.

He and his wife, Mary Bert Siegel Gutman, were instrumental in providing funding for the completion of the Paul J. Gutman Library at Philadelphia University, named in memory of their son, who

was killed in a plane crash in 1990. The award-winning Library opened its doors in 1992.

Mr. Gutman dedicated much of his life in service to others. He served as trustee of the Mary B. and Alvin P. Gutman Fund, as president and honorary vice president of Congregation Rodeph Shalom, and was a member of the board of the Philadelphia Orchestra. Previously, Mr. Gutman was principal of CMS Companies, chairman of Pressman-Gutman Company, Inc., a member of the Fashion Institute of Technology Industry Advisory Council and a member of The Jewish Publication Society. He was also the chair of Philadelphia Museum of Judaica and president of the Board of Directors of Bannett Transplant Institute, among many other affiliations and memberships.

Mr. Gutman was a graduate of Friends Select School and Dartmouth College. He was honored by such prestigious organizations as the United Jewish Appeal, the National Conference of Christians and Jews and the Anti-Defamation League for his selfless efforts on the behalf of others.

Mr. Gutman is survived by his wife; son, James; daughter, Helen Jane; and several grandchildren.



# BRUCE GOLDFINE

Bruce Goldfine '71 lived in Ocean Ridge, Fla., for the past 24 years. He graduated with a degree in business administration and later received an MBA from Temple University. He worked in the debt consolidation business and food industry, owning two ice cream stores in the Philadelphia area. Bruce loved exercising and being on the beach as much as possible. He lived across the street from the beach in South Florida. He is survived by his mother Louise Goldfine; sister, Linda Katzman; brother-in-law, Larry Katzman; nephew, David Katzman; and niece, Jaime Katzman.

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# PHILADELPHIA UNIVERSITY

4201 Henry Avenue  
Philadelphia, PA 19144-5497

## PhilaU Events

### August

- 12** Coach Herb Magee Naismith Memorial Hall of Fame Induction Ceremony, Springfield, Mass.
- 18** Convocation
- 19** Sunset at the Shore 2011  
Golden Nugget Atlantic City (*formerly Trump Marina*)
- 22** Fall Semester Begins

### September

- 27** Day of Service

### October

- 01** Homecoming & Family Day
- 06** PhilaU MAG Composites Institute Opening and Exhibition
- 13** Ram Madness
- 19** Acquainted: Student-Alumni Mixer
- 21** Fall Break (no classes)

### November

- 03** President's New York City Reception

*Calendar listings are subject to change.*

Go to [www.PhilaU.edu/Calendar](http://www.PhilaU.edu/Calendar) for a current list of University events.

Go to [www.PhilaU.edu/Alumni](http://www.PhilaU.edu/Alumni) or call 215.951.2720 for a current list of Alumni events.

**Save**<sup>the</sup>  
Homecoming 2011  
Sept. 30 to Oct. 1, 2011  
**Date**